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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q71-Q76):

NEW QUESTION # 71

Northern Trail Outfitters (NTO) has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation, Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available Activities.

Which three standard Canvas Activities are available in Journey Builder? (Choose three.)

- A. Send SMS
- B. Wait By Duration
- C. Decision Split
- D. Post to Facebook
- E. SQL Query Activity

Answer: A,B,C

NEW QUESTION # 72

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. Random Data Extension
- C. SQL query activity

Answer: B

Explanation:

Explanation

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

NEW QUESTION # 73

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Given that NTO Is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

- A. Subscriber can choose to resubscribe to the list used for the send.
- B. **Subscriber can choose which publications to unsubscribe from**
- C. Subscriber can choose to be removed from the data extension.
- D. **Subscriber can choose to be unsubscribed from all NTO publications.**

Answer: B,D

NEW QUESTION # 74

What is a media query and how is it used? (Choose 2)

- A. **the CSS3 code detects the pixel size of the screen on which that email is opened**
- B. defensive tactics like using HTML text rather than graphical text
- C. image blocking
- D. **a responsive layout that uses a piece of CSS3 code.**

Answer: A,D

NEW QUESTION # 75

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

- A. **Datorama Reports - Journey Performance**

- B. Journey Builder - Journey History
- C. Reports - Journey Engagement

Answer: A

Explanation:

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

* Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION # 76

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