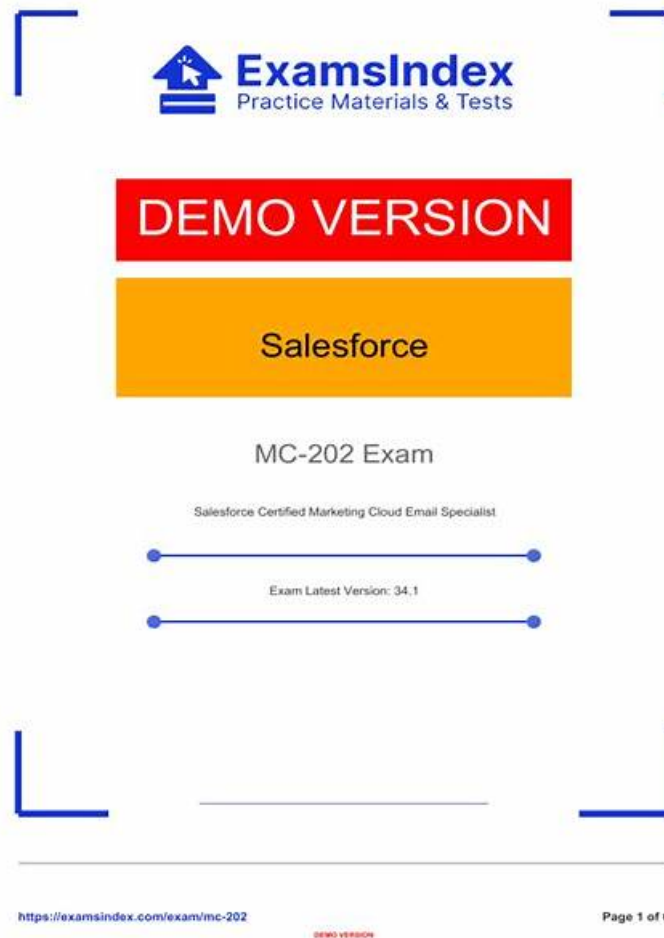


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q34-Q39):

NEW QUESTION # 34

An insurance company has launched a new campaign to target individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

- A. Create a data filter on the data extension.
- B. Filter the.csv file before import.
- C. Write a query to create a filtered data extension.

Answer: A

Explanation:

Creating a data filter on the data extension is a low-code solution that allows marketers to segment their audience based on specific criteria. In this case, the marketer can easily filter subscribers aged 64 to 65 who are opted into email. Data filters are part of Salesforce Marketing Cloud's standard tools for segmentation and are explained in detail in the platform's documentation on creating and managing data filters.

NEW QUESTION # 35

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Failure to choose the send classification
- B. Incorrect Sending Relationship
- C. Two fields with "Email Address" data type

Answer: B

Explanation:

Data Retention Policies in Salesforce Marketing Cloud allow you to automatically manage the retention and deletion of data within data extensions. This feature can be configured to delete records after a specified period, such as 30 days, ensuring that non-registered customer information is automatically removed in compliance with data management policies.

Reference: Salesforce Marketing Cloud Documentation on Data Retention Policies

NEW QUESTION # 36

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Campaign Email Tracking Report
- B. Datorama pivot Table
- C. Tracking Data Extract file transfer

Answer: C

Explanation:

To schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign, the marketing manager should use the Tracking Data Extract file transfer. This tool allows the extraction of tracking data from Salesforce Marketing Cloud, which can then be transferred to an external storage location such as Azure Blob. By setting up an automation in Automation Studio, this process can be scheduled to run weekly, ensuring the performance data is consistently sent to the desired location.

Reference: Salesforce Marketing Cloud Documentation on Tracking Data Extracts and File Transfers

NEW QUESTION # 37

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer

acquisition journey after a purchase is made on its website.
Which type of activity should be used?

- **A. Wait Until Event**
- B. Engagement Split
- C. Behavioral Trigger

Answer: A

Explanation:

In Journey Builder, a 'Wait Until Event' activity is used to pause a journey until a specific event occurs, such as a purchase on a website. This allows the journey to continue with different steps based on customer behavior. For Northern Trail Outfitters, after the initial 'welcome' email, the journey can be configured to wait until the customer makes a purchase before proceeding to the next steps in the journey.

References:Salesforce Marketing Cloud Documentation on Wait Until Event

NEW QUESTION # 38

Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed.
Which component should be configured to provide this functionality?

- **A. Send Classification**
- B. Sender Profile
- C. Delivery Profile

Answer: A

Explanation:

A Send Classification in Salesforce Marketing Cloud (SFMC) is configured to handle various sending parameters, including the ability to send transactional emails. Transactional emails must be sent regardless of the subscriber's status, including if they have unsubscribed. This is crucial for communications such as recall notices, where the information is considered essential. Send Classifications have a setting specifically for transactional emails which ensures that these emails bypass the standard unsubscribe list.

References:Salesforce Marketing Cloud Documentation on Send Classification

NEW QUESTION # 39

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