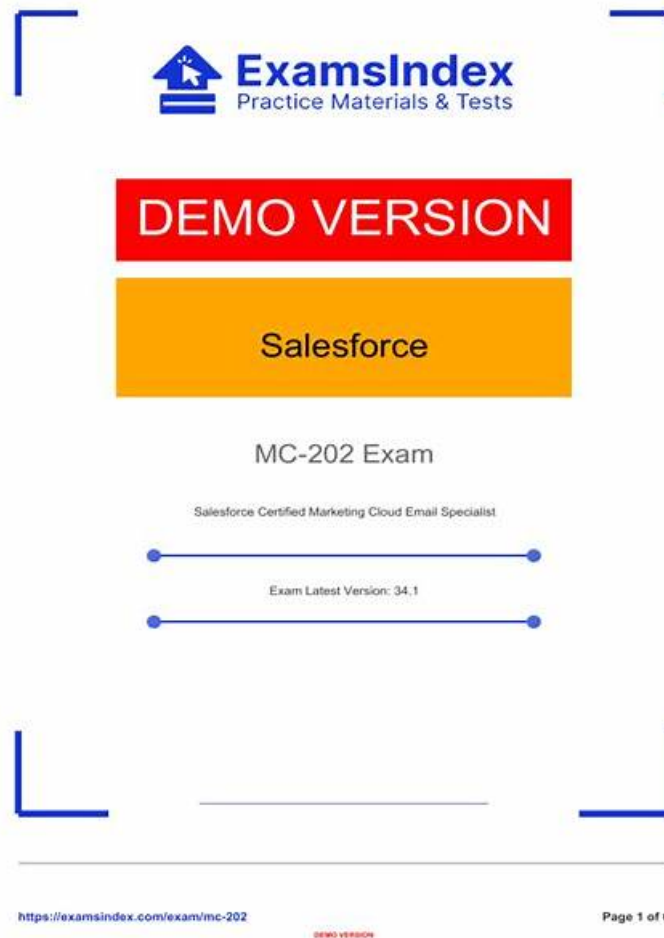


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q13-Q18):

NEW QUESTION # 13

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Filter Activity in Automation Studio
- **B. Pivot table in Datorama Reports**
- C. Email Performance Over Time Report

Answer: B

Explanation:

Datorama Reports in Salesforce Marketing Cloud provide a powerful way to explore and analyze large volumes of send data without needing to write SQL queries. By using the pivot table feature in Datorama Reports, NTO can dynamically filter, sort, and group their data in one view, making it easier to gain insights and analyze performance metrics.

References:

Salesforce Marketing Cloud Documentation: Datorama Reports

NEW QUESTION # 14

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

- A. Ingest API
- **B. Import Activity**
- C. Import Wizard

Answer: B

Explanation:

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

NEW QUESTION # 15

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

- **A. Create folders in My Tracking and select where to send results when sending an email.**
- B. Give emails unique names so they are easier to find in the tracking sends tab.
- C. Remove old tracking results on a regular basis to declutter the results list.

Answer: A

Explanation:

To organize Northern Trail Outfitters' email tracking results, creating folders in My Tracking and selecting the appropriate folder when sending an email is the best practice. This helps categorize and manage tracking results efficiently, making it easier to find and analyze specific campaign results.

References:

Salesforce Marketing Cloud Documentation on My Tracking

NEW QUESTION # 16

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- **A. In the Shared Data Extensions folder**
- B. In the Data Extensions folder with sharing enabled
- C. In the Synchronized Data Extensions folder

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

NEW QUESTION # 17

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Messaging Insights
- B. Einstein Recommendations
- **C. Einstein Copy Insights**

Answer: C

Explanation:

Einstein Copy Insights is a tool within Salesforce Marketing Cloud that provides analysis and suggestions on the effectiveness of email copy, including subject lines. This tool analyzes the tone, length, and structure of subject lines to determine their impact on engagement metrics such as open rates and click-through rates. It uses AI to offer insights that can help marketers optimize their email content for better performance.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 18

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