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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q26-Q31):

NEW QUESTION # 26

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

Answer: C

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 # 27

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

Answer: A

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 # 28

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended. Which Activity should be configured in Automation Studio to help?

- A. Wait
- B. Verification
- C. Send Email

Answer: B

Explanation:

The Verification Activity in Automation Studio is used to set additional guardrails before an email send occurs. This activity helps ensure that the audience criteria meet certain conditions and prevents sending to more subscribers than intended. According to Salesforce Marketing Cloud documentation, the Verification Activity can check for audience count thresholds and prevent sending if the audience exceeds the specified limit.

Reference:Salesforce Marketing Cloud Verification Activity

NEW QUESTION # 29

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. Tracking Data Extract file transfer
- C. Datorama pivot Table

Answer: B

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 # 30

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results. How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- **B. Use nested tags to create hierarchies.**
- C. Leverage Einstein for content tagging.

Answer: B

Explanation:

Using nested tags to create hierarchies allows for a more organized and structured tagging system. This approach reduces the number of tags per asset by grouping related tags under broader categories, making it easier to filter and search for specific content. This method maintains the necessary granularity while improving manageability. Salesforce Marketing Cloud documentation on Content Builder provides guidance on setting up and using nested tags effectively.

NEW QUESTION # 31

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