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Salesforce Certified Marketing Cloud Email Specialist Sample Questions

(Q158-Q163):

NEW QUESTION # 158

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time. Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Verification Activity
- B. Data Extract Activity
- C. Wait Activity

Answer: A

Explanation:

Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context of Northern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data, which would result in inaccurate reports.

References:

Salesforce Marketing Cloud Documentation: Verification Activity

NEW QUESTION # 159

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude anyone who has a 'silver status'.

Which three tools should be used to segment this data?

- A. Journey Builder Entry Source, Filter Definition, Segment Builder
- B. SQL Query, Filter Definition, Journey Builder Entry Source
- C. SQL Query, Decision Split, Data Designer

Answer: B

Explanation:

To segment data based on specific criteria such as recent purchases and excluding certain customer statuses, Northern Trail Outfitters should use the following tools:

* SQL Query: This tool allows for complex data manipulation and filtering. You can write a query to select customers who purchased a camping tent or foldout camper in the last week and exclude those with a 'silver status'.

* Filter Definition: This tool can be used to create a filter based on the SQL query results to further refine the target audience.

* Journey Builder Entry Source: This can be used to input the segmented data into a journey for further actions, such as sending targeted emails.

Reference: Salesforce Marketing Cloud Documentation on SQL Queries, Filter Definitions, and Journey Builder Entry Sources

NEW QUESTION # 160

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Tabs
- C. Sender Profile

Answer: B

Explanation:

In Datorama Reports for Salesforce Marketing Cloud, using Tabs can significantly improve dashboard usability. Tabs help organize data and reports into manageable sections, making it easier for users to navigate through different metrics and insights without overwhelming them with too much information on a single page.

Reference: Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION # 161

Northern Trail Outfitters (NTO) is going through IP address warming and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- A. Recent Email Send Summary
- **B. Email Performance by Domain**
- C. Email Sends by User

Answer: B

Explanation:

To understand the metrics of email sends on a data level, particularly during IP address warming, the "Email Performance by Domain" report should be used. This report provides detailed insights into how emails are performing across different domains, which is crucial for identifying and addressing deliverability issues during the IP warming process.

References:

Salesforce Help: Email Performance by Domain Report

Salesforce Marketing Cloud: Understanding Email Deliverability

NEW QUESTION # 162

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- A. Automation Studio
- **B. Data Designer**
- C. Audience Studio

Answer: B

Explanation:

To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and relate data within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.

References:

Salesforce Marketing Cloud Documentation on Data Designer

NEW QUESTION # 163

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