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### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q122-Q127):

#### NEW QUESTION # 122

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form. What should be used to enter this subscriber into a journey?

- **A. API Event Entry Source**
- B. CloudPages Entry Source
- C. Contact Event Entry Source

**Answer: A**

Explanation:

When a subscriber submits a form on a third-party vendor's web page, Salesforce Marketing Cloud provides a way to enter that subscriber into a journey through the API Event Entry Source. This entry source allows external systems to trigger a journey by making an API call to Marketing Cloud. The API Event is designed to accept data from external sources and initiate the journey, ensuring immediate response to the form submission.

References:

Salesforce Marketing Cloud Documentation on API Event Entry Source

#### NEW QUESTION # 123

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Sender Authentication Package
- **B. Send Throttling**
- C. Einstein Engagement Frequency

**Answer: B**

Explanation:

Send Throttling is a feature that helps manage large sends by controlling the rate at which emails are sent. By throttling the send, Northern Trail Outfitters can spread the email delivery over a period of time, which helps in managing deliverability and avoiding overwhelming the ISPs. This practice helps maintain a healthy sender reputation and ensures better deliverability metrics.

Reference: Salesforce Marketing Cloud Documentation on Send Throttling

#### NEW QUESTION # 124

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 - JourneyHistory
- 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 # 125

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

**Answer: A**

Explanation:

In Salesforce Marketing Cloud, the Send Log Data Extension is used to record information about actual sends that go out to subscribers. However, test sends and preview sends are not logged in the Send Log Data Extension because they are intended for testing and validation purposes, not actual subscriber communications.

References: Salesforce Marketing Cloud Documentation on Send Logging

### NEW QUESTION # 126

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Ensure the Contact entry mode is No re-entry
- B. A Utilize exit criteria for the journey.
- C. Use the Update Contact a:

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Exit Criteria

### NEW QUESTION # 127

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