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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q87-Q92):

### NEW QUESTION # 87

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction. Which no-code features should be implemented to accomplish this?

- A. Automation studio and Query Activity
- **B. Journey Builder and Engagement Split**
- C. Salesforce CDP and Einstein Engagement Scoring

**Answer: B**

Explanation:

Journey Builder and Engagement Split in Salesforce Marketing Cloud allow marketers to create sophisticated, no-code workflows that react to subscriber engagement. Engagement Split is a feature within Journey Builder that enables path branching based on actions taken by the subscriber, such as opens, clicks, or other interactions. This approach aligns with Salesforce Marketing Cloud's emphasis on personalized customer journeys and is well-supported by their documentation on Journey Builder and Engagement Splits.

### NEW QUESTION # 88

A marketer wants to use a filter to create a data extension that includes only records from yesterday. Which step should they take to ensure the data extension includes newly added records?

- A. Schedule an automation to refresh the filter activity each day.
- B. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- C. Configure the filter DE to auto-refresh daily in properties.

**Answer: A**

Explanation:

To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.

References:

Salesforce Marketing Cloud Documentation on Filter Activity

### NEW QUESTION # 89

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account. Which journey type is the best solution for the marketer to set up?

- A. Single Send Journey
- B. Transactional Send Journey
- C. Multi-Step Journey

**Answer: B**

Explanation:

A Transactional Send Journey is specifically designed for sending immediate, one-to-one communications triggered by user actions, such as password reset requests. This type of journey ensures timely delivery of emails that are critical and personalized based on user interactions.

Reference: Salesforce Marketing Cloud Documentation on Transactional Send Journeys

### NEW QUESTION # 90

Northern Trail Outfitters sends out 50,000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email. Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

**Answer: A**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Reply Mail Management

### NEW QUESTION # 91

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Content Detective
- C. Subscriber Preview

**Answer: B**

Explanation:

Content Detective is a tool in Salesforce Marketing Cloud that helps identify words, phrases, and patterns in email content that may trigger spam filters. By running Content Detective before sending an email, the marketing team can get insights and suggestions on how to modify the content to avoid common spam triggers, improving email deliverability.

References: Salesforce Marketing Cloud Documentation on Content Detective

## NEW QUESTION # 92

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