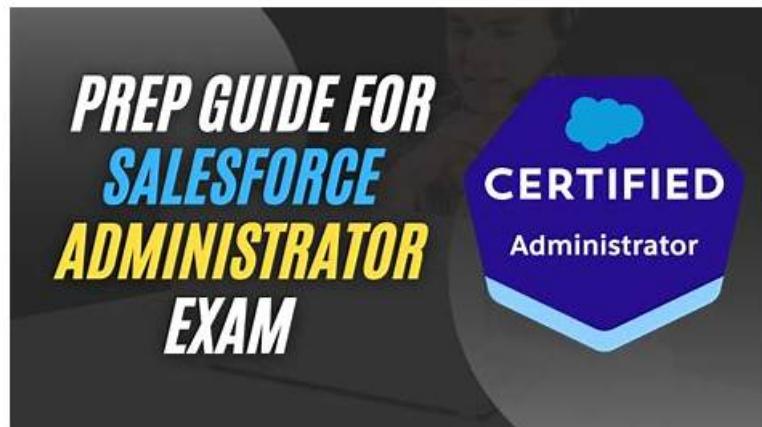


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q81-Q86):

NEW QUESTION # 81

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its newNTO outlet store. The campaign will need to send upto three emails but stop sending to each specificsubscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Decision Splits
- B. Exits
- **C. Goals**

Answer: C

Explanation:

Reference:Salesforce Documentation - Journey Builder Goals

NEW QUESTION # 82

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report is sent to the director each day?

- A. Schedule report and email file to the director.
- B. Schedule report to export as a web page.
- C. A Schedule report and email the link to download.

Answer: A

Explanation:

To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the file directly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.

Reference:

Salesforce Marketing Cloud Documentation: Schedule Reports

NEW QUESTION # 83

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

- A. Einstein Copy Insights
- B. Einstein Content Selection
- C. Enhanced Dynamic Content

Answer: B

Explanation:

Reference: Salesforce Documentation - Einstein ContentSelection

NEW QUESTION # 84

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

- A. Include Subscriber key and Emailaddress field as primary key.
- B. Select the 'Use for triggered send' checkbox.
- C. Create from template and choose triggered Send Data Extension template.

Answer: B

Explanation:

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference: Salesforce Marketing Cloud Documentation - Triggered Sends

NEW QUESTION # 85

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The send is canceled when the approval is withdrawn.
- B. The send is paused until it is approved again.
- C. The originally approved version of the email will be sent.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Builder Approvals and Email Send Management

NEW QUESTION # 86

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