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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q140-Q145):

NEW QUESTION # 140

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.
What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Ensure source channel is available in subscriber data.
- **C. Create one Entry Source for each messaging channel.**

Answer: C

Explanation:

To honor the opt-in communication method of subscribers in Journey Builder, Northern Trail Outfitters (NTO) should create one Entry Source for each messaging channel (email and SMS). This ensures that the journey can differentiate and respect the preferred communication method of each subscriber based on how they opted-in. Each entry source can then be used to trigger the appropriate welcome series content for the respective channel. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 141

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension.
What should a marketer do to ensure the Email Address field values are unique?

- **A. Mark the field as the Primary Key.**
- B. Select 'Deduplicate by Email' checkbox.
- C. Use Email Address as Subscriber Key.

Answer: A

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

Reference:

Salesforce Marketing Cloud Documentation: Data Extensions

NEW QUESTION # 142

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 # 143

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance.
How should the notification be received if the data import is unsuccessful?

- A. Automation Notification Settings
- B. Configured Alert Manger Settings
- C. Import Activity Notification Settings

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Automation Notification Settings

NEW QUESTION # 144

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Schedule and activate Triggered Sends for the messages in the journey.
- B. Select the Recurring schedule type for the entry source in Journey Builder.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: C

Explanation:

To run a journey multiple times a day based on newly compiled data, the marketer should set up an automation to populate the Entry Source Data Extension. This ensures that the latest data is always available to trigger the journey. The automation can be scheduled to run at the desired frequency, ensuring the journey starts with the updated data. Salesforce Marketing Cloud documentation on Automation Studio and Journey Builder entry sources provides detailed instructions on setting up and managing such workflows.

NEW QUESTION # 145

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