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To prepare for the Salesforce Marketing Cloud Email Specialist certification exam, candidates should have experience using the Salesforce Marketing Cloud platform and should have a good understanding of email marketing best practices, email message design, subscriber data management, and marketing automation processes. Salesforce offers a variety of resources to help candidates prepare for the exam, including instructor-led training, online courses, and study materials.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q35-Q40):

NEW QUESTION # 35

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Review opens and clicks activity summaries.
- B. Export the journey email analytics
- C. Define a goal for each journey.

Answer: A

Explanation:

Reviewing opens and clicks activity summaries is the best action to evaluate journey performance, as it provides information about how subscribers are engaging with the emails sent from the journey. The activity summaries show metrics such as unique opens, unique clicks, unsubscribes, bounces, and complaints for each email activity in the journey. These metrics can help the marketer assess the effectiveness of the email content, design, and timing.

NEW QUESTION # 36

Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement. What should they use to access the historical engagement data?

- A. Tracking Data extract
- **B. SQL activity using data views**
- C. Audit Trail extract

Answer: B

Explanation:

SQL activity using data views is a method that allows marketers to access historical engagement data from Marketing Cloud. Data views are system-generated data extensions that store tracking data for various types of events, such as email sends, opens, clicks, bounces, unsubscribes, etc. Marketers can use SQL queries to join and filter data from different data views and create custom reports or segments based on historical engagement data.

NEW QUESTION # 37

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

- **A. The subscriber will be added to the All Subscribers List with a status of Active.**
- B. The Primary Key and demographic data will be added to the All Subscribers List.
- **C. The email address and Subscriber Key will be added to the All Subscribers List.**
- D. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.

Answer: A,C

NEW QUESTION # 38

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP button. Which automation solution should easily allow this action?

- A. Automation Studio
- **B. Journey Builder**
- C. Behavioral Triggers

Answer: B

Explanation:

Journey Builder is a tool that allows marketers to create personalized, cross-channel customer journeys based on real-time behavior and data. Journey Builder can integrate with Salesforce CRM and other systems to update records based on customer actions. For example, a marketer can use a Salesforce Data Event to trigger a journey when a customer registers for an event, and then use a Salesforce Data Update Activity to update the customer's RSVP status when they click a button in the confirmation email

NEW QUESTION # 39

A retail brand is running a campaign for new customers that open a loyalty account.

The first email is sent straight after the account is set up.

The second email is sent 1 day after the account has been set up to prompt the user to make a purchase.

The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions

The brand's marketing team want to send campaign from the data extension.

- A. Create a filter and a data extension key, an interaction and a triggered send.
- B. Create a measure and a data filter, a filter activity then use a triggered send.
- **C. Create a measure and a data filter, a filter activity then use a guided send.**
- D. Create a filter and a data extension key, an interaction and a user-initiated send.

Answer: C

NEW QUESTION # 40

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