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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q11-Q16):

NEW QUESTION # 11
Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.
What should be set up to help organize NTO's email tracking results?

- A. Create folders in My Tracking and select where to send results when sending an email.
- B. Remove old tracking results on a regular basis to declutter the results list.
- C. Give emails unique names so they are easier to find in the tracking sends tab.

Answer: A

Explanation:
To organize Northern Trail Outfitters' email tracking results, creating folders in My Tracking and selecting the appropriate folder when sending an email is the best practice. This helps categorize and manage tracking results efficiently, making it easier to find and analyze specific campaign results.
References:
* Salesforce Marketing Cloud Documentation on My Tracking

NEW QUESTION # 12
A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.
What should the marketer do to accomplish this?

- A. Web Studio to capture Query parameters from social media link.
- B. Use an interactive form from email Studio to collect this information
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: A

Explanation:
To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

NEW QUESTION # 13
Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than
2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.
What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use a Decision Split activity on the journey canvas.
- B. Use Filter Contacts criteria in the journey entry source.
- C. Use Automation Studio to query a population into a data extension.

Answer: B

Explanation:
For segmenting Platinum loyalty members from a larger data extension, the optimal process is to use Automation Studio to run a query. This query will filter the specific 100,000 Platinum members into a new data extension, ensuring only the qualified members are included in the journey.
Reference: Salesforce Marketing Cloud Documentation on Automation Studio SQL Queries

NEW QUESTION # 14

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Scoring Split
- B. Frequency Split
- C. Path Optimizer

Answer: B

Explanation:

Frequency split is a journey builder activity that splits contacts based on how often they have received messages from the account. It can be used to focus marketing efforts on subscribers who are least likely to unsubscribe by sending them fewer or more relevant messages. Path optimizer and scoring split are not related to frequency.

NEW QUESTION # 15

An account has Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension? Choose 2 answers

- A. Relate the Email Address to Subscriber Key
- B. Set the Email address column as Primary Key
- C. In Properties, check the "Is Sendable" option
- D. Set the column with Subscriber Key as Primary Key

Answer: A,B

NEW QUESTION # 16

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