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>> Exam MC-202 Introduction <<

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q112-Q117):

### NEW QUESTION # 112

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

**Answer: C**

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 # 113

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

**Answer: A**

Explanation:

Defining a goal for each journey in Journey Builder helps marketers measure the success of their campaigns against specific objectives. Goals can be set to track important metrics like conversions, clicks, or other relevant actions. This feature allows for better performance tracking and optimization of customer journeys.

Salesforce Marketing Cloud documentation provides detailed instructions on setting up and tracking goals within Journey Builder, supporting this approach as a best practice.

### NEW QUESTION # 114

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 # 115

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

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

**Answer: A**

Explanation:

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths

within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

Reference:Salesforce Marketing Cloud Documentation - Journey Builder

### NEW QUESTION # 116

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Leverage Einstein for content tagging.
- **B. Use nested tags to create hierarchies.**
- C. Make the Customer Key more descriptive.

**Answer: B**

Explanation:

Using nested tags to create hierarchies allows for a more organized and structured tagging system. This approach reduces the number of tags per asset by grouping related tags under broader categories, making it easier to filter and search for specific content. This method maintains the necessary granularity while improving manageability. Salesforce Marketing Cloud documentation on Content Builder provides guidance on setting up and using nested tags effectively.

### NEW QUESTION # 117

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In terms of messaging, there are several major distinctions between social media Latest MC-202 Questions and traditional communications channels, Managers are nonvisual components that enable you to manage a feature, such as focus or depth, in an application.

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