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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q51-Q56):

NEW QUESTION # 51

A marketer wants to use a filter to create a data extension that includes only records from yesterday. Which step should they take to ensure the data extension includes newly added records?

- A. Configure the filter DE to auto-refresh daily in properties.
- B. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- C. Schedule an automation to refresh the filter activity each day.

Answer: C

Explanation:

To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.

References:

Salesforce Marketing Cloud Documentation on Filter Activity

NEW QUESTION # 52

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a thank you email the first time they Show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Email Send to dedupe on email address.
- B. Configure Journey Settings to 'allow no re-entry.'
- **C. Configure Journey Entry Event to 'allow no re-entry.'**

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Entry Event Settings

NEW QUESTION # 53

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 # 54

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Create a new, friendly From Name for the updated program.
- B. Send to subscribers, asking for them to confirm opt-in.
- **C. Purge inactive subscribers to avoid high bounce rates.**

Answer: C

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 55

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platforms. 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. Configured Alert Manager Settings
- B. Import Activity Notification Settings
- **C. Automation Notification Settings**

Answer: C

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