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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q103-Q108):

NEW QUESTION # 103

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Data Extensions folder with sharing enabled
- B. In the Synchronized Data Extensions folder
- C. In the Shared Data Extensions folder

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

NEW QUESTION # 104

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. Group Refresh
- B. Email Send Report
- C. Engagement Split
- D. SQL Query Activity

Answer: C

NEW QUESTION # 105

Northern Trail Outfitters wants to display different content areas based on the subscriber data.

Which two features can be used to accomplish this? (Choose two.)

- A. Profile Mapping
- B. AMPscript
- C. Personalization Strings
- D. Dynamic Content

Answer: B,D

NEW QUESTION # 106

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Answer: A

Explanation:

A collection is a group of related reports that can be created in Datorama to provide customized insights and analysis. A collection can contain reports from different data sources and channels, as well as filters, segments, and calculations. A collection can be shared with other users or embedded in other applications.

NEW QUESTION # 107

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.

Which journey type is the best solution for the marketer to set up?

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

Answer: C

Explanation:

A Transactional Send Journey is a journey type that allows marketers to send transactional messages, such as password resets, order confirmations, or shipping notifications, to individual contacts based on API events. This journey type is suitable for the healthcare marketer's use case

NEW QUESTION # 108

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