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### **Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q48-Q53):**

#### **NEW QUESTION # 48**

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable

subject line: "NTO Weekly: Topics of interest this week."

Which two best practices should the marketer use to make the subject line more effective?

Choose 2 answers

- A. Keep the subject text between 50 and 100 characters long
- B. **Include information relevant to the message in the subject line.**
- C. **A/B test the effectiveness of different subjects.**
- D. Include "RE:", "FWD:\\" etc." to get the reader's attention.

**Answer: B,C**

#### **NEW QUESTION # 49**

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

- A. Decision Split > Send email > Engagement Split > Send email
- B. Engagement Split > Send email > Wait > Random Split > Send email
- C. Random Split > Send email > Join > Decision Split > Wait > Send email
- D. **Random Split > Send email > Wait > Engagement Split > Join > Send email**

**Answer: D**

#### **NEW QUESTION # 50**

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. **Approval Workflow**
- B. Content Builder Approvals
- C. Subscriber Preview

**Answer: A**

#### **NEW QUESTION # 51**

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

- A. **If data/content needs to be segregated between brands/geographies**
- B. If testing/development business unit(\$) is required
- C. Number of Sales Cloud sandboxes
- D. **Number of brands/geographies which NTO operates**
- E. **Number of Marketing Cloud users.**

**Answer: A,D,E**

Explanation:

The number of business units that NTO needs to purchase depends on several factors, such as the number of brands or geographies they operate, the need for data or content segregation between them, and the number of Marketing Cloud users they have or plan to have. These factors affect the complexity, scalability, and cost of their account hierarchy and governance. The number of Sales Cloud sandboxes or testing/development business units are not directly related to the number of business units they need to purchase, but rather to their testing and deployment strategy. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_overview\\_business\\_units.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_overview_business_units.htm&type=5)

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#### **NEW QUESTION # 52**

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails. What would be required to process the correct subscribers?

- A. Journey Settings > Use email attribute from Contacts
- **B. Contact Evaluate > Evaluate all records**
- C. Contact Evaluation > Evaluate new records only
- D. Journey settings > No re-entry

**Answer: B**

Explanation:

To process the correct subscribers who are added to a data extension via API for a monthly payment reminder journey, Northern Trail Outfitters should use Contact Evaluation > Evaluate new records only. Contact Evaluation is a setting that defines how contacts are evaluated for entry into a journey based on their entry source. Evaluate new records only is an option that allows only new records that are added to the entry source after the journey is activated to enter the journey. Reference:

[https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_contact\\_evaluation.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_contact_evaluation.htm&type=5)

## NEW QUESTION # 53

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