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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q61-Q66):

NEW QUESTION # 61

Where do you click Connect Campaign to associate a campaign with a journey?

- A. The Campaign Messages component on the Lead or Contact record
- B. Email Studio
- C. The Campaign Messages component on the campaign record
- **D. Journey Builder**

Answer: D

NEW QUESTION # 62

Northern Trail outfitter wants to use an AI-based approach to target subscribers who aren't receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

- A. Einstein Engagement Frequency
- B. Einstein Engagement Scoring
- C. Einstein Messaging Insight

Answer: A

Explanation:

To target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them, Northern Trail Outfitters should use Einstein Engagement Frequency. This feature uses AI to analyze and predict the optimal number of emails each subscriber should receive to maximize engagement without causing fatigue. It helps marketers balance their sending frequency to maintain high engagement levels.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Frequency

NEW QUESTION # 63

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that contains several recurring emails and decisioning points
- B. An automation that deletes old data extensions, emails, and reports
- C. An automation that imports subscriber data regularly and updates key data extensions

Answer: C

Explanation:

As a good first step in adding automation to its email marketing, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This ensures that the data is always up-to-date and accurate, forming the foundation for all subsequent automated campaigns and decisioning processes.

References:

* Salesforce Marketing Cloud Documentation on Automation Studio

NEW QUESTION # 64

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension.

Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.

Which automation configuration should be used to achieve this?

- A. File Drop Starting Source > SQL Query Activity > File Transfer Activity
- B. File Drop Starting Source > Data Extract Activity > File Transfer Activity
- C. Schedule Starting Source > SQL Query Activity > File Transfer Activity
- D. Schedule Starting Source > Data Extract Activity > File Transfer Activity

Answer: A

NEW QUESTION # 65

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Filter, Data Extract
- B. SQL Query, Data Extract, File Transfer
- C. Filter, Data Extract, File Transfer

Answer: C

NEW QUESTION # 66

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