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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q32-Q37):

NEW QUESTION # 32

Northern Trail Outfitters (NTO), a longtime Marketing Cloud customer, has decided to adopt Journey Builder to help with the execution of their marketing programs. NTO does not want to duplicate efforts within the platform and has asked if they could stop using Automation Studio Entirely.

Which three tasks would a consultant suggest for using Journey Builder instead of Automation Studio?

- A. creating customer segments from multiple data extensions
- B. Setting behavior-based goals
- C. Designing decision logic via an intuitive user interface
- D. Processing zipped and encrypted file containing subscriber data
- E. Building simple segmented campaigns without SQL queries

Answer: A,C,D

NEW QUESTION # 33

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3 answers

- A. Review permissions and roles for users accessing Content Builder.
- B. Establish a naming convention optimized for search.
- C. Create a folder structure prior to importing assets.
- D. Focus on creating and importing content for one primary channel.
- E. Import duplicate copies of content for different messages or groups.

Answer: A,B,C

NEW QUESTION # 34

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the click activity bar chart from the email overview of the click activity tab
- B. select the URL or tracking alias from the link view tab of the click activity tab.
- C. select the user clicks the overview tab in the inbox activity section
- D. select the URL id for the URL or tracking the alias from the job links tab.

Answer: B,C

NEW QUESTION # 35

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form,NTO would like to require email address and reply date and response for subscriber's completing the form, how should NTO will set the data extension

- A. create a dataextension with email address as non-nullable and reply date and response fields as nullable
- B. crate a data extension with email address reply date and responsefields as null able
- C. create a data extension with email address, reply date and response fields as non-null able
- D. create the data extension with email address as the primary key and reply date and response fields as nullable

Answer: C

NEW QUESTION # 36

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

- A. Audience segmentation
- B. In Einstein content
- C. In Personalization strings
- D. Dynamic content
- E. Specialized content

Answer: B,C,D

NEW QUESTION # 37

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