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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q117-Q122):

NEW QUESTION # 117

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Define a goal for each journey.
- B. Export the journey email analytics
- **C. Review opens and clicks activity summaries.**

Answer: C

Explanation:

Reviewing opens and clicks activity summaries is the best action to evaluate journey performance, as it provides information about how subscribers are engaging with the emails sent from the journey. The activity summaries show metrics such as unique opens, unique clicks, unsubscribes, bounces, and complaints for each email activity in the journey. These metrics can help the marketer assess the effectiveness of the email content, design, and timing.

NEW QUESTION # 118

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? (Choose three.)

- A. Extracting data from an Audience data extension for analysis.
- **B. A/B/N testing as part of the workflow to conduct timing and creative tests.**
- **C. Updating or creating Salesforce CRM objects or records.**
- **D. Goal setting to have the system listen to see if users met the goal.**
- E. Criteria setting to segment contacts based on behavior using SQL.

Answer: B,C,D

NEW QUESTION # 119

NTO is having its annual footwear sale, NTO wants to top its revenue from last year sale, the campaign last year was a series of emails targeting NTO customer who expressed a specific interest in footwear, which additional tactic should be enforced NTO targeted segmentation .

- A. feel good lifestyle imagery featuring attractive people.
- **B. personalized imagery infused by subscriber's preference.**
- C. images of products that the customers has previously purchased.
- D. content focused on winter sports items for holiday shopping

Answer: B

NEW QUESTION # 120

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. Add CAPTCHA validation to the form
- **C. A double opt-in at signup**

Answer: C

Explanation:

Explanation

A double opt-in at signup is the best way to make sure email addresses are valid before adding them to the audience, as it requires the subscriber to confirm their email address by clicking on a link sent to their inbox.

This ensures that the email address is not fake, misspelled, or belongs to someone else. A double opt-in also helps to build trust and consent with the subscriber. A Smart Capture block or a CAPTCHA validation would not verify the validity of the email address, but only capture or filter the input from the form.

NEW QUESTION # 121

A new data extension name orders contains order data one row is recorded for each customer's order, customer can place multiple orders, the order data extension relates to other data extension and contains the following field.

- A. Instruction: an option alphanumeric string that contain customer delivery note
- B. Orderdate: the system date and time for the order
- C. Order no:a unique alpha numeric order no,
- D. Customer id: a numeric customer identification no,

Answer: A

NEW QUESTION # 122

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