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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q62-Q67):

NEW QUESTION # 62

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- **A. Goals**
- B. Exits
- C. Decision Splits

Answer: A

Explanation:

Explanation

Goals are the Journey Builder component that addresses the two requirements of this campaign. Goals allow marketers to define a desired outcome for each journey, such as making a purchase at the NTO outlet, and track how many contacts achieve it. Goals also allow marketers to exit contacts from the journey once they achieve the goal, which means they will stop receiving emails from the campaign. Decision Splits are used to branch contacts into different paths based on criteria, but not to exit them from the journey or track their outcomes. Exits are used to remove contacts from the journey based on criteria, but not to track their outcomes.

NEW QUESTION # 63

Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

- A. Data Extensions
- B. Lists
- C. Lists and Data Extensions
- D. Active Audiences

Answer: A

NEW QUESTION # 64

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- B. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- C. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Answer: D

NEW QUESTION # 65

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries. Which tool should NTO use?

- A. Pivot table in Datorama Reports
- B. Filter Activity in Automation Studio
- C. Email Performance Over Time Report

Answer: A

NEW QUESTION # 66

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

Answer: A,D

NEW QUESTION # 67

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