

# Salesforce Einstein Analytics

1. A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

A. Choose the appropriate date format

B. Map the attributes in the file

C. Name the new import definition

D. Select the delimiting character

**Answer(s): B**

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2. Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

A. Tracking Job Links tab > URL ID

B. Tracking Click Activity tab > Email Overlay View

C. Tracking Overview tab > Clicks

D. Tracking Click Activity tab > Link View

**Answer(s): B**

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3. When does the validation of email address occur when using a data extension?

A. Done at the time of Import

B. Done at the time of Send

C. Done when admin refreshes it

D. Done when subscriber updates profile in the profile center

**Answer(s): B**

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4. What is a true statement about Automation Studio?

A. A workflow is comprised of steps, and within each step are activities

B. When multiple activities are in a single step, the activities are executed one at a time

C. Activities supported in Automation studio must first be defined in the Email Application

D. There is a limit to the number of activities and steps that can be placed in a workflow

**Answer(s): A**

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5. Why should a marketer ensure that field lengths are accurate when creating a data extension?  
(Choose 2)

A. To save the data extension

B. To optimize import process speed

C. To ensure data integrity

D. To determine the correct data type

**Answer(s): B C**

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6. A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

A. Set Data Retention in the Properties of the data extension to delete records older than 30 days.

B. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.

C. Set a reminder in the Campaign Calendar each day to manually delete the records from the data extension.

D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

**Answer(s): A**

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7. A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

A. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.

B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.

C. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.

D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

**Answer(s): C**

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8. Northern Trait 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. Schedule Starting Source > Data Extract Activity > File Transfer Activity

B. File Drop Starting Source > SQL Query Activity > File Transfer Activity

C. Schedule Starting Source > SQL Query Activity > File Transfer Activity

D. File Drop Starting Source > Data Extract Activity > File Transfer Activity

**Answer(s): B**

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9. Which segment can be manually refreshed under Actions? (Choose 2)

A. Random Group

B. Filtered Data Extension

C. Standard Data Extension populated by a Query

D. Filtered Group

**Answer(s): B D**

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10. Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

A. Keep SPAM complaints under 10%

B. Keep SPAM complaints under .01%

C. Make unsubscribe easy and honor immediately

D. Email never mandatory for customer interaction

E. Accurately identify the sender in the header information.

**Answer(s): B C D**

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**11.** A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow. Which tool can the non-technical marketer use most easily to segment and send the birthday email?

A. User-initiated email

B. Query Activity

C. Playbooks

D. Automation Studio

**Answer(s): C**

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**12.** Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

A. A series of A/B tests to determine the number of emails.

B. Automation Studio with three separate Welcome automations.

C. Journey Builder using a Random Split with three branches.

D. Journey Builder using a Decision Split with three branches.

**Answer(s): A**

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**13.** A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process. In which two ways should the data extension and import be configured? Choose 2 answers

A. Select the update type "Overwrite"

B. Ensure the data extension has a Primary Key

C. Select the update type "Add and Update"

D. Select the update type "Add Only"

**Answer(s):** B C

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**14.** A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

A. AppExchange

B. Help and Training Portal

C. Help.exacttarget.com

D. Code.exacttarget.com

**Answer(s):** A

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**15.** Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.

Which feature allows NTO to easily target this segment?

A. Smart Capture

B. Publication List

C. List Detective

D. Filtered Group

**Answer(s):** D

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**16.** An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending

email campaigns. What steps would the marketer take when creating the data extension?  
(Choose 2)

A. Check the "Is Sendable" option

B. Set the column representing the Subscriber Key as a Primary Key

C. Set the Email address column as a Primary Key

D. Relate the Email address to the Subscriber Key

**Answer(s):** A D

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**17.** Which feature can segment on behavioral data?

A. Data Filter

B. Data Extension

C. Import Activity

D. Tracking

**Answer(s):** A

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**18.** Describe email design best practices. What are the 3 stages of interaction? (Choose 3)

A. Envelope

B. Footer

C. Body

D. Landing Page

E. Subject line

**Answer(s):** A C D

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**19.** Select three (3) best practices for interacting with potential and active subscribers?

- A. Follow the CAN SPAM Law
- B. Always make email opt in required
- C. Make unsubscribing easy
- D. Make unsubscribing easy, no more than 4 clicks
- E. Only use the email address offered

**Answer(s):** A C E

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**20.** A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are case-insensitive.
- B. Personalization strings are noted by two sets of double percent symbols
- C. Personalization strings can appear in the subject line or body of the email
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are limited to profile attributes

**Answer(s):** A B D

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