

Salesforce Marketing Specialist

1. Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

A. List Unsubscribe header

B. Profile Center Unsubscribe

C. Universal Unsubscribe

Answer(s): B

2. Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

A. From Address Management

B. Delivery Profile

C. Sender Profile

Answer(s): B

3. A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.

Which journey type is the best solution for the marketer to set up?

A. Multi-Step Journey

B. Transactional Send Journey

C. Single Send Journey

Answer(s): B

4. The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however for this campaign, they would like to exclude anyone who has a `silver status. Which three tools should be used to segment this data?

A. SQL Query, Filter Definition, Journey Builder Entry Source

B. Journey Builder Entry Source, Filter Definition, Segment Builder

C. SQL Query, Decision Split, Data Designer

Answer(s): A

5. A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience. Which feature, if configured, should provide a warning prior to sending?

A. Subject and Preheader Validation

B. Content Detective

C. Subscriber Preview and test Send

Answer(s): A

6. Northern Trail Outfitters allows non registered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days. Which feature provides a way to automatically maintain a data extension's records?

A. Delete Filter Activity

B. Contact Delete

C. Data Retention Policy

Answer(s): C

7. Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it. Which configuration caused the send to fail?

A. Two fields with "EmailAddress" data type

B. Failure to choose the send classification

C. Incorrect Sending Relationship

Answer(s): A

8. Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

A. Filter the data based on a specific date range.

B. Use Einstein engagement scores to identify affected users.

C. Query the data using a specific date range parameter

Answer(s): A

9. When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from NTO as spam. What should the marketer do to prevent the subscriber from receiving further commercial messages?

A. Use the complaint exclusion list on future sends.

B. Add the subscriber to the auto-suppression list.

C. Delete the subscriber from All Subscribers

Answer(s): B

10. A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

A. Tracking Extract > Import Activity > SQL Activity

B. Tracking Extract > Import Activity > Data Extension Extract

C. Tracking Extract > File Transfer > Import Activity

Answer(s): C

11. Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

A. Configure Eastern Content Tagging to automatically tag stock art.

B. Import a metadata tag index for the stock art so the images are searchable

C. Select categories and content type from the import dropdown when importing images.

Answer(s): A

12. Following a batch email send. Northern Trail Outfitters wants to update an email link's URL.

Which action should be recommended?

A. Navigate to the email in Content Builder and update the URL.

B. Navigate to the Job Links tab In My Tracking and update the URL.

C. Navigate to URL Expiration in Setup and update the URL.

Answer(s): B

13. A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within content slot?

A. Under user permissions, select limited template access.

B. Configure Content Blocks to only be usable within approved templates.

C. Configure restrictions within a Content Area for approval block types

Answer(s): B

14. Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

A. Replace the Schedule with File Drop and use a filename pattern

B. Implement an API to start an automation with every file transfer.

C. Replicate the automation and schedule mem to execute server eight hours

Answer(s): A

15. The marketing team want to target subscribers with a `think you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

A. Total Opens measure

B. _Open data view

C. Tracking Data Extract

Answer(s): C

16. A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

A. Requirement to have Custom URLs on Cloud Pages

B. Requirement to have Custom URLs on images hosted in Marketing Cloud

C. Sending. Volume > 250,000 Email/Month

Answer(s): C

17. The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

A. Filter Data Activity

B. Random Data Extension

C. SQL query activity

Answer(s): B

18. A marketing manager identified an upcoming email campaign for their team to test different subject voices. They want to first test with a pilot group and then send the warning subject line out to the remaining customers.

Who should path optimizer be configured to handle these requirements?

A. Place a Random Split before Path Optimizer for the pilot group.

B. Configure a holdback group to be targeted by the winner.

C. Select winning path three days after journey activation

Answer(s): B

19. After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

A. Tracking tab in Journey Builder

B. Overview tab in email Studio

C. Pending tab in Content Builder

Answer(s): C

20. Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its `Weekly Deal` email.

Which feature provides notification badges to alert NTO of any performance issues?

A. Einstein Engagement Scoring

B. Einstein Copy insights

C. Einstein Messaging Insight

Answer(s): A
