Question #:1

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this informatio

Which template type will generate the email send in the data extension?

    A. Reports

    B. Data View

    C. Send Logging

Answer: C

Explanation

To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

Question #:2
The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.
Which feature should the associate use?

    A. CloudPages
    B. Email Studio
    C. Contact Bulilder

Answer: A

Explanation

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud. Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt in for SMS, ensuring compliance with consent regulations.

> Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions. Salesforce Documentation Reference: For more details, refer to CloudPages
> and Smart Capture Overview.

Question #:3
A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.
What should the associate reference?

    A. Salesforce Trust Site
    B. Salesforce Help & Training
    C. Trailblazer Community

Answer: A

Explanation

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

Question #:4
A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.
Which method should the associate use to send the email?

    A. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.

    B. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.

    C. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.

Answer: C

Explanation

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This

approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

Question #:5
A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.
How should the associate meet this requirement?

    A. Create a new journey version.
    B. Create a new journey.
    C. Copy the existing journey.

Answer: A

Explanation

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey. This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance. This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.
References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

Question #:6
Which setup allows for data extensions to be used by child business units in a Marketing Cloud Engagement account?

    A. Shared Data Extensions
    B. Salesforce Data Extensions
    C. Synchronized Data Extensions

Answer: A

Explanation

Shared Data Extensions in Salesforce Marketing Cloud allow data extensions to be accessible across multiple business units within an account. This setup enables parent and child business units to access and use the same data extensions, facilitating data consistency and shared marketing efforts across the organization.

> Why Not Salesforce or Synchronized Data Extensions: Salesforce Data Extensions are used for CRM data, and Synchronized Data Extensions are for syncing with Salesforce objects. Shared Data Extensions are explicitly designed for sharing data across business units.
> Salesforce Documentation Reference: Refer to Shared Data Extensions for further details.

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Question #:7
Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.
Which email delivery setting helps control volume to meet these needs?

A. Transactional Send Classification
B. Prebuild Burst Sending
C. Send Throttling

Answer: C

Explanation

Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent. This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."

> How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the websit with traffic spikes.
> Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see Send Throttling Documentation.

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Question #:8
An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder. However, when defining the entry source, the specific data extension was not found.
How should the associate troubleshoot this issue?

A. Ensure the data extension is sendable.
B. Ensure the data extension is testable.

C. Ensure a data retention setting is enabled.

Answer: A

Explanation

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails. This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends. References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

Question #:9
A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send. Recently, NTO:
• Updated its Commercial Send Classification
• Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
• Tested new subject lines in its email campaigns
What is causing the high bounce rate?

A. The newly added contacts had NOT given consent for email marketing.
B. Some newly added contacts' email addresses were invalid.
C. The updated subject lines triggered spam alerts and the emails were flagged as junk.

Answer: B

Explanation

The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.

It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.
References: Best practices in email marketing stress the importance of maintaining list hygiene by regularly validating and cleaning email lists to minimize hard bounces and ensure effective communication with the audience.

Question #:10
Management at Cloud Kicks wants to engage customers who have redeemed promotion codes on its website. The associate set up a data extension so that Subscriber Key is the primary key. However, the associate notices that customers who have redeemed more than one promotion code only have one record added into the data extension.
What should the associate change to allow more than one record per subscriber key?

    A. Assign new subscriber keys to each promotion code redemption.
    B. Assign the email address as the primary key.
    C. Assign the promotion code field as a second primary key.

Answer: C

Explanation

To allow more than one record per subscriber key, especially for customers who have redeemed more than one promotion code, the associate should assign the promotion code field as a second primary key. This creates a composite primary key consisting of the Subscriber Key and the Promotion Code field. With this configuration, each record is uniquely identified by the combination of the subscriber key and the promotion code, allowing multiple records for the same subscriber as long as the promotion codes are different.