DUMPS ARENA

Essentials for Marketing Cloud Email Marketers

Salesforce EEB-101

Version Demo

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QUESTION NO: 1

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: A

Explanation:

Place a Random Split before Path Optimizer for the pilot group. is correct because the campaign needs to reserve part of the audience for an initial subject-line experiment while keeping the remaining customers available for the eventual winning message. A Random Split placed before Path Optimizer creates that controlled pilot population. The pilot contacts can enter the Path Optimizer activity, where the marketer creates alternative email paths that use the different subject-line voices and configures the success metric and evaluation timing. Path Optimizer then identifies the best-performing path based on the selected engagement metric, such as opens or clicks. This approach supports a disciplined test design: only the pilot audience is exposed during the experiment, and the winning email treatment can subsequently be used for the customers held for the broader send. It also prevents the test audience and the reserved audience from being mixed at the start of the journey, making the pilot's scope intentional and measurable. Salesforce describes Path Optimizer as a Journey Builder tool for testing variations and selecting a winning path; Random Split is the appropriate activity for dividing contacts into randomized audience branches before that test. See Salesforce Trailhead: Learn About Path Optimizer and Salesforce Help: Random Split.

QUESTION NO: 2

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: B

Explanation:

Import a metadata tag index for the stock art so the images are searchable is the appropriate solution because it adds meaningful, standardized keyword metadata to a large collection of existing assets. In Content Builder, a metadata tag index is prepared as a CSV file that associates each asset filename with one or more tags. After the index is imported, marketers can use those tags as search terms to quickly locate images suited to a campaign, such as seasonal product imagery, activity types, locations, or brand themes. This is particularly useful for purchased stock libraries, where filenames are often not descriptive enough to support efficient discovery. A consistent tag taxonomy also makes the asset library easier to manage over time: teams can apply the same terms across related images and retrieve relevant content without manually opening files or relying on folder location alone. The tag index should use filenames that match the uploaded assets and tags that reflect terms marketers are likely to search for. Salesforce documents the metadata tag index process for Content Builder, including creating and importing the CSV file, in its Content Builder metadata tag index documentation. For broader guidance on organizing and managing marketing content, see the Content Builder Basics Trailhead module.

QUESTION NO: 3

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: C

Explanation:

Query the data using a specific date range parameter is correct because a Query Activity lets NTO use SQL to identify precisely the contact records affected during the coupon-code outage window. The query can select customers from the relevant send, transaction, coupon, or engagement data extensions and limit the results with a date-based condition corresponding to the days when codes could not be processed. NTO can write the resulting audience into a target data extension, which then provides a controlled, reusable population for the upgraded-coupon communication.

Because the requirement is to automate identification, the Query Activity should be placed in an Automation Studio automation and scheduled or run as needed. This approach creates an auditable and repeatable process: NTO defines the business criteria once, applies the exact outage dates, refreshes the target audience, and can use that audience in a subsequent send or journey. SQL is particularly appropriate when identifying affected customers requires joining or evaluating records across data extensions or Marketing Cloud data views rather than simply manually reviewing a list. Salesforce describes using SQL Query Activities to retrieve and manipulate data in Marketing Cloud in its Query Data with SQL Trailhead module, and explains how to operationalize activities through Automation Studio.

QUESTION NO: 4

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content

Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production

emails are sent with the TACO prefix.

A. In Send Management, add the word TACO to the Auto-Suppression Rules.

B. In the Subject/Preheader Validation section of Email Studio, add the word TACO.

C. In Send Classifications, delete TACO from the available classification options.

ANSWER: B

Explanation:

In the Subject/Preheader Validation section of Email Studio, add the word TACO. Subject and preheader validation is designed to apply guardrails to email content at send time. An administrator can configure restricted words or phrases so that Marketing Cloud Engagement evaluates the subject line and preheader before a message is sent. Adding *TACO* as a prohibited term prevents a production send when that test identifier remains in the subject or preheader, helping NTO catch an operational mistake before recipients receive the message.

This control is particularly appropriate because the organization's identifier is part of the email content rather than subscriber data or sender configuration. The validation rule creates a repeatable, account-level safeguard that does not depend on an individual marketer remembering to remove the test prefix during final review. When the prohibited text is detected, the send cannot proceed until the content is corrected, supporting a cleaner production-send approval process and protecting the customer experience.

For Salesforce guidance on configuring validation rules for email subject lines and preheaders, see Salesforce Help: Subject and Preheader Validation. For additional Email Studio learning resources, see Salesforce Trailhead: Email Marketing.

QUESTION NO: 5

Northern Trail Outfitters (NTO) receives a complete weekly customer file. Its target data extension is used for a campaign that must include only customers whose current loyalty status is Active.

A customer who was Active in a prior week but is no longer Active must not remain in the target data extension.

Which SQL Query Activity data action should NTO use?

A. Append

B. Update

C. Overwrite

ANSWER: C

Explanation:

Overwrite is the appropriate data action because the query result represents the complete current population that should exist in the target data extension. Each run replaces the prior set of records, removing customers who no longer meet the Active-status criteria.

Update changes matching records but does not remove records that are absent from the latest query result. Append would retain prior records and can create outdated or duplicate audience data.

QUESTION NO: 6

Northern Trail Outfitters (NTO) is creating a Journey Builder campaign with three equally valid creative treatments. NTO wants contacts to be divided evenly among the treatments for a fixed test period, without automatically selecting a winner.

Which Journey Builder activity should NTO use?

A. Engagement Split

B. Path Optimizer

C. Random Split

ANSWER: C

Explanation:

Random Split is correct because it distributes contacts across journey paths according to configured percentages. NTO can configure three equal paths and place a different creative treatment on each path.

Path Optimizer is intended to evaluate paths and select a winning path based on a configured metric. An Engagement Split evaluates how a contact interacted with a previous email rather than initially distributing contacts among treatments.

QUESTION NO: 7

The Northern Trail Outfitters (NTO) marketers want to easily track the performance of NTO ' s

interest and profile data capture journeys.

Which action should the marketer take to evaluate conversion of those journeys?

A. Export the journey email analytics.

B. Define a goal for each journey.

C. Review opens and clicks activity summaries.

ANSWER: B

Explanation:

Define a goal for each journey. In Journey Builder, a goal establishes the measurable action or outcome that represents success for contacts moving through a journey. For interest and profile data capture journeys, the goal can be configured around the data event that indicates a contact has submitted, updated, or otherwise provided the desired preference or profile information. Journey Builder can then report on goal attainment, allowing the marketer to evaluate the journey in terms of conversion to the intended outcome rather than only message engagement.

This approach directly connects performance measurement to the business purpose of the journey: collecting usable customer data. Marketers can use the resulting goal metrics to understand how effectively the journey prompts contacts to complete the desired action and to compare performance after changes to messaging, timing, or journey design. Goals are therefore appropriate when the key question is whether contacts completed a defined conversion event. Salesforce describes goals as a way to measure journey success and evaluate whether contacts achieve a desired outcome. See Salesforce’s Journey Builder goal settings documentation and the Journey performance analysis documentation.

QUESTION NO: 8

Northern Trail Outfitters (NTO) needs to analyze email engagement trends for the next 18 months in an external business intelligence platform. The team wants to preserve subscriber-level tracking data before the available tracking history is no longer retained in Marketing Cloud Engagement.

Which process should NTO implement on an ongoing basis?

A. Schedule a Tracking Data Extract and File Transfer.

B. Create a data filter for each completed send.

C. Move completed sends into folders in My Tracking.

ANSWER: A

Explanation:

Schedule a Tracking Data Extract and File Transfer is correct because it exports tracking records for storage and analysis outside Marketing Cloud Engagement. NTO can run the process regularly and transfer each resulting file to its external reporting environment or archive.

My Tracking is useful for reviewing sends in the application, but it is not an external long-term data-retention process. A data filter creates a segmented audience and does not export engagement history.

QUESTION NO: 9

Northern Trail Outfitters allows nonregistered 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: C

Explanation:

Data Retention Policy is the appropriate feature because it lets Marketing Cloud Engagement automatically manage how long data extension records remain available. When a retention period is configured for a data extension, Marketing Cloud can delete records after the specified duration, such as 30 days after they are added. This directly supports the requirement to retain phone information supplied by nonregistered customers only for the period needed to process open orders, then remove it without relying on a user to perform a recurring manual task.

Retention settings are configured as part of the data extension's properties. Depending on the selected retention method, Marketing Cloud can delete individual records while retaining the data extension itself, or delete the data extension along with its records when the retention period expires. For this use case, retaining the data extension structure and automatically deleting expired records provides ongoing maintenance of the temporary contact data. This helps apply data-minimization practices and supports an organization's privacy and data-governance processes. Salesforce documents data retention as a capability for controlling the lifecycle of data extension records: Data Extension Retention. Additional guidance on data extensions is available in the Marketing Cloud Engagement Data Extensions documentation.

QUESTION NO: 10

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

A. Delivery Profile and AMPscript Lookup

B. Send Classification and Subscriber Attributes

C. Sender Profile and AMPscript Lookup

ANSWER: C

Explanation:

Sender Profile and AMPscript Lookup accomplish this configuration because the Sender Profile controls sender-related email properties, including the From Name, From Email Address, and reply email address. Marketing Cloud supports AMPscript in a sender profile, allowing a value used for the From Name to be resolved dynamically at send time rather than remaining the same for every recipient. NTO can place a Lookup expression in the Sender Profile's From Name field and use a recipient-specific key, such as a customer ID or subscriber key, to find the matching sales representative record in the relevant data extension. The lookup returns that representative's name, so each targeted customer receives an email whose From Name reflects their assigned representative. This approach combines centrally managed sender configuration with data-driven personalization and does not require manually creating a separate sender setup for each representative. The data extension used by the lookup must contain a reliable relationship between the recipient identifier and the representative information, and the lookup should use the appropriate field names and key values. Salesforce documents sender-profile configuration in its Sender Profiles documentation and describes the AMPscript Lookup function for retrieving values from data extensions.

QUESTION NO: 11

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

A. In the Synchronized Data Extensions folder

B. In the Data Extensions folder with sharing enabled

C. In the Shared Data Extensions folder

ANSWER: C

Explanation:

In the Shared Data Extensions folder is correct because Enterprise 2.0 uses this location to make a single data extension available to child business units. A data extension created or placed in the shared area is managed at the enterprise level and can be used by the business units with which it is shared. This lets teams work from the same centrally maintained subscriber, preference, transactional, or campaign data rather than creating and maintaining separate copies in each business unit.

Shared data extensions are especially valuable when several business units require a consistent data source for segmentation, personalization, or sending. The enterprise administrator can control which business units receive access and can manage the shared asset centrally, supporting governance and reducing duplication. The data extension remains an enterprise-shared resource, while individual business units can use it according to their assigned permissions and the applicable Marketing Cloud data-access model.

For Salesforce documentation on sharing data extensions across enterprise business units, see Data Extension Sharing and Data Extension Sharing Developer Documentation.

QUESTION NO: 12

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

A. Send both email and SMS to ensure subscribers get NTO ' s messages.

B. Create one Entry Source for each messaging channel.

C. Ensure preferred channel is available in subscriber data.

ANSWER: C

Explanation:

Ensure preferred channel is available in subscriber data. To honor the way each person opted in, NTO needs data that explicitly identifies the subscriber’s permitted or preferred communication channel, such as an email opt-in indicator, an SMS opt-in indicator, or a channel-preference field in the entry data extension. Journey Builder can then use this data in a Decision Split to direct contacts to the appropriate email or SMS welcome path. The same data can also support personalization and audience targeting throughout the journey, ensuring that each welcome message is delivered only through the channel for which the subscriber provided consent. This approach makes channel selection data-driven, scalable, and auditable as subscriber preferences change. It also aligns the welcome experience with consent-based marketing practices: consent and contactability should be captured and maintained as subscriber data, then evaluated before a send. Salesforce documents that Journey Builder Decision Splits evaluate contact data to determine the path a contact follows, which is the core capability needed for channel-specific welcome messaging. See Salesforce Help: Decision Split and Trailhead: Journey Builder Basics.