1. **Marketing Automation: 26%**
   1. **Journey Builder** – Journey Builder is a Salesforce Marketing Cloud application for creating responsive, automated multi-channel campaigns.
      1. [How to Set Up a Journey in Journey Builder](https://youtu.be/MWfxtrR4lVw)
   2. [Automation Studio](https://youtu.be/A_LabRCwGRc) – Automation Studio is a Salesforce Marketing Cloud application used to execute multi-step marketing and data management activities on an **immediate** || **triggered** || **scheduled basis**. Use Automation Studio’s workflow canvas to build simple or multi-step automation.
      1. Immediate- Execute marketing automation on an immediate or scheduled basis
      2. File Drop- Automations are triggered via a file being dropped into FTP location
      3. Scheduled- Activities are executed based on schedule or trigger
   3. Automation Studio Activities
      1. **\*\* Data Extract – DE** → **.CSV**
      2. **\*\* Import File – .CSV** → **DE** (cornerstone → DE)
      3. **\*\* SQL Query –  SQL** → **DE**
      4. \*\* **File Transfer** – upload/download + decrypt/encrypt + zip/unzip files
      5. **Filter** – filtered data → new DE
      6. **Refresh Group** – Use this activity to re-apply the rules in a group definition to create a subset of subscribers in a list. Before using a group refresh activity, you must create a group definition.
      7. **Report Definition** – Use this activity to define the parameters for running a report once every time the report is run using the activity. You can create a report activity to run every standard report available in the application and custom reports in your account.
      8. **Send Email** – send email in automation
      9. **Send Push**
      10. **Send SMS**
      11. **Wait** – set timeout
   4. Starting Sources
      1. Automation in Automation Studio can have one of two starting sources: **Schedule** && **File Drop.**
      2. The “File Drop” automation starting source used to be called “Triggered.” They can use the Marketing Cloud Enhanced FTP to store and exchange data.
   5. Import File Activity **(.csv** → **DE )**
      1. During the process, which establishes import file details and the import activity’s behavior while running. The activity uses this import definition each time it runs.
      2. If the file you are importing is encrypted or compressed, you can use a file transfer activity to prepare the file for import.
      3. If you are a Marketing Cloud Connect user, you can use an import activity to create and populate a data extension with data from a Salesforce object or report.
   6. The data extract activity creates one or more zipped files for your use outside the Marketing Cloud application. It can also convert an XML file into a comma-delimited, tab-delimited, or pipe-delimited file for import into your account.