

# Salesforce

## Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist



#### NEW QUESTION 1

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement. Which two best practices should NTO employ when sending email? Choose 2 answers

- A. Send generic content to appeal to all audiences.
- B. Send multiple emails a day to keep the brand top of mind.
- C. Set cadence expectations up front with subscribers.
- D. Use subscriber data to dynamically populate email content.

**Answer:** CD

#### NEW QUESTION 2

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

- A. AMPscript Lookups
- B. Dynamic Content
- C. Sender Profile
- D. Delivery Profile

**Answer:** A

#### NEW QUESTION 3

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

- A. Lists and Data Extensions
- B. Active Audiences
- C. Lists
- D. Data Extensions

**Answer:** C

#### NEW QUESTION 4

Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customers are identified by a unique alphanumeric Customer ID, and Email Address is a required field. How should the data extension be configured?

- A. Customer ID is Primary Key and relates to Subscriber Key
- B. Email Address is Primary Key and relates to SubscriberID
- C. Customer ID is Primary Key and relates to Subscriber ID
- D. Email Address is Primary Key and relates to Subscriber Key

**Answer:** A

#### NEW QUESTION 5

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up. The second email is sent 1 day after the account has been set up to prompt the user to make a purchase. The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet. Data kept in two separate data extensions. The brand's marketing team want to send campaign from the data extension.

- A. Create a filter and a data extension key, an interaction and a user-initiated send.
- B. Create a measure and a data filter, a filter activity then use a triggered send.
- C. Create a filter and a data extension key, an interaction and a triggered send.
- D. Create a measure and a data filter, a filter activity then use a guided send.

**Answer:** D

#### NEW QUESTION 6

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping fulfillment data is included in a file which is moved at frequent intervals to a folder on NTO's Enhanced FTP Account. Which solution can be used to achieve this?

- A. Triggered Email in Email Studio
- B. Import Activity In Email Studio
- C. File Drop Entry Source in Journey Builder
- D. File Drop Starting Source in Automation Studio

**Answer:** D

#### NEW QUESTION 7

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance. In which two ways can they avoid emails being blocked or marked as spam? Choose 2 answers

- A. Include a "Contact Us" link in the footer.
- B. Use a clear "From" name that is easily recognized.
- C. Include a physical mailing address of the company.
- D. Use animated emojis in subject lines to draw the eye.

**Answer:** BC

#### **NEW QUESTION 8**

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval. What feature should the NTO marketing team employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Preview Tab
- D. Two-Step Workflow Approval

**Answer:** C

#### **NEW QUESTION 9**

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. List Detective
- B. Preview and test
- C. Send Flow
- D. Test Send

**Answer:** B

#### **NEW QUESTION 10**

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > Send Email
- B. Import File Activity > File Transfer Activity > Send Email
- C. File Transfer Activity > Send Email
- D. File Transfer Activity > Import File Activity > Send Email

**Answer:** D

#### **NEW QUESTION 11**

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

**Answer:** C

#### **NEW QUESTION 12**

A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrors logic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

- A. Spam Check
- B. Validate
- C. Content Detective
- D. Subscriber Preview

**Answer:** C

#### **NEW QUESTION 13**

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Content Builder
- B. Template Editor
- C. Paste HTML
- D. Mobile Template Editor

**Answer:** ABC

#### **NEW QUESTION 14**

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers. Where in Email Studio can the marketer see the performance summary of the recent email send?

- A. Send Performance tab
- B. Overview tab within Tracking
- C. Job Links tab within Tracking
- D. Summary tab

**Answer: B**

#### NEW QUESTION 15

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file. How should the import of event registration data be configured?

- A. Use the Import Activity to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

**Answer: A**

#### NEW QUESTION 16

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. A/B Tests
- B. Scheduled Sends
- C. Send Previews
- D. Triggered Sends
- E. Test Sends

**Answer: ABD**

#### NEW QUESTION 17

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

- A. In Personalization strings
- B. Dynamic content
- C. Audience segmentation
- D. In Einstein content
- E. Specialized content

**Answer: ABD**

#### NEW QUESTION 18

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes. What Approval Workflow should be used for this requirement?

- A. Custom Workflow
- B. Multi-Team Workflow
- C. Two-Step Workflow
- D. Standard Workflow

**Answer: B**

#### NEW QUESTION 19

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: B**

#### NEW QUESTION 20

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Content Builder
- B. Content Detective
- C. Inbox Preview
- D. Triggered Send

**Answer: B**

**Explanation:**

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**NEW QUESTION 21**

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