

Salesforce.Marketing-Cloud-Email-Specialist.v2024-12-04.q168

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	168
Version:	v2024-12-04
# of views:	1453
# of Questions views:	1680
https://www.exam-tests.com/Marketing-Cloud-Email-Specialist-exam/Salesforce.Marketing-Cloud-Email-Specialist.v2024-12-04.q168.html	

NEW QUESTION: 1

Northern Trail Outfitters (NTO) would like to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email address, reply date, and response from subscribers.

How should NTO set up its data extension?

- A.** Create a data extension with email address, reply date, and response fields as nullable.
- B.** Create a data extension with email address as non-nullable; reply date and response fields as nullable.
- C.** Create a data extension with email address, reply date, and response fields as non-nullable.
- D.** Create a data extension with email address as the Primary Key and reply date and response fields as nullable.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 2

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A.** Leverage Social Studio to capture email addresses.
- B.** Create CloudPages to collect and subscribe users,
- C.** Use Journey Builder to build an audience using Ad Studio.

Answer: B (LEAVE A REPLY)

CloudPages in SFMC are designed to create web pages and microsites that can capture and manage subscriber information. For marketers looking to collect consumer information from social channels, CloudPages provide forms that can capture email addresses and

other relevant data, subscribing users to Marketing Cloud lists or data extensions for future mailings.

References: Salesforce Marketing Cloud Documentation on CloudPages

NEW QUESTION: 3

Which feature can a marketer use to individualize content in an email? (Choose 3)

- A. Audience Segmentation
- B. Specialized content
- C. Dynamic content
- D. Predictive content
- E. Personalization string

Answer: C,D,E ([LEAVE A REPLY](#))

NEW QUESTION: 4

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices?

Choose 2 answers

- A. Process every individual's unsubscribe request within 14 business days.
- B. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- C. Ask the subscriber to log in to the Preference Center to confirm opt-out.
- D. Include an unsubscribe link in the header or footer of emails.

Answer: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 5

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

- A. Ingest API
- B. Import Wizard
- C. Import Activity

Answer: C ([LEAVE A REPLY](#))

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

NEW QUESTION: 6

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing - bounce rates up to 30% are acceptable.

Answer: B (LEAVE A REPLY)

Explanation

Removing the bounced addresses before the next send is a best practice to uphold the sender reputation and avoid being marked as spam. Bounce rates above 10% are considered high and can negatively affect the deliverability and engagement of email campaigns. [Source: Trailhead]

NEW QUESTION: 7

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. A Salesforce Survey block called in by an AMPscript function.
- B. Make the call-to-action button that links to the feedback form bigger and with red background
- C. Replace call-to-action with interactive Email Form

Answer: (SHOW ANSWER)

NEW QUESTION: 8

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero images using the naming convention "Hero_CTA." Which two different methods would ensure click behavior on these images if tracked with this naming convention? (Choose two.)

- A. Add "Hero_CTA" to the Tracking Alias field for each link.
- B. Include "HeroCTA" in the Link Tooltip field for each link.
- C. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- D. Include "Hero_CTA" in the filename for each Hero image.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 9

TheIT department at NTO would like to receive the email notification once an automation has completed, how the automation should be configured.

- A. Select and configure the automation studio completion report from the reports catalogue within the reports application

=====Till to here completed

- B.** Add an email activity to the end of automation workflow and configure it to send to the subscribers list of it staff
- C.** Navigate to the automations activity tab and enter a common delimited list of IT staff in the run completion field
- D.** Select the IT users from the notification setting panel on the overview page in automation studio

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 10

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A.** SQL Query activities
- B.** File Drop Automations
- C.** APIs

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 12

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

- A.** Smart capture block
- B.** Interactive Email Form block
- C.** Einstein content block

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Data Extract Activity
- B. Verification Activity
- C. Wait Activity

Answer: B (LEAVE A REPLY)

Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context of Northern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data, which would result in inaccurate reports.

References:

* Salesforce Marketing Cloud Documentation: Verification Activity

NEW QUESTION: 14

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 15

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. File Transfer Activity
- B. SQL Query Activity
- C. Filter Activity
- D. Group Refresh

Answer: B (LEAVE A REPLY)

NEW QUESTION: 16

NTO wants to create a dynamic welcome series to make each email more relevant to its subscribers the 2nd email in the series should send customers down a predetermined path based on click activity within the first email. Which journey builder activity should be used?

- A. engagement split
- B. filter activity
- C. decision split
- D. builder split

Answer: A ([LEAVE A REPLY](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 17

Northern Trail Outfitters wants 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 would be the correct sequence of Activities for this File Drop Starting Source?

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

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 18

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this Information?

- A. Contacts Count
- B. Contacts Analytics

C. Audience Engagement Over Time

Answer: B (LEAVE A REPLY)

Explanation

Contacts analytics is a report that shows how the cross-channel customer population has changed over time. It can be used to track the growth or decline of contacts across different channels, such as email, mobile, or social. Contacts count is a report that shows the total number of contacts in the account. Audience engagement over time is a report that shows how contacts interact with messages over time.

NEW QUESTION: 19

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

- A. Cut content to make the message fit above the fold.
- B. Stack the content in a single column.
- C. Design with the most important content at the top.
- D. Use image-based text for hero graphics.
- E. Keep copy simple and direct.

Answer: B,C,E (LEAVE A REPLY)

NEW QUESTION: 20

What are the 4 ways to gain subscribers? (Choose 4)

- A. Go Mobile.
- B. Use A/B Testing
- C. Get Social
- D. Make a list of your most common touchpoint
- E. Test a few different opt in techniques.

Answer: (SHOW ANSWER)

NEW QUESTION: 21

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until it is approved again.
- B. The send is canceled when the approval is withdrawn.
- C. The originally approved version of the email will be sent.

Answer: C (LEAVE A REPLY)

Explanation

The originally approved version of the email will be sent if the approval is withdrawn after scheduling the send. The withdrawal of approval does not affect the scheduled send, unless the marketer cancels or reschedules it manually. [Source: Trailhead]

NEW QUESTION: 22

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

- A. Include relevant preheader text in every email.
- B. Use images, not text, to improve email look and branding.
- C. Add a clear, brief, and urgent call-to-action.
- D. Send earlier in the day to give subscribers more time to check email.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 23

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

- A. Send Email
- B. Wait
- C. Verification

Answer: B (LEAVE A REPLY)

NEW QUESTION: 24

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made.

Which two elements of the sent can be reviewed with approvals? Choose two answers

- A. send count
- B. hyperlinks
- C. from name
- D. subject line

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 25

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use an interactive form from email Studio to collect this information
- B. Web Studio to capture Query parameters from social media link.
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 26

A retailer has been gathering email addresses in a store by asking customers to enter their email address at checkout to receive promotional emails, upon sending to these addresses many bounced because they are not valid, the marketing team would like to implement an acquisition strategy to address this, which strategy should be used

- A. list detectives
- B. double opt in
- C. website sign on
- D. single opt in

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 27

Northern Train Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

- A. Shared Data Extension
- B. Date/Time Range for Access
- C. Business Unit Access Permissions
- D. User Roles and Permissions

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 28

A marketer needs a simple tool to create segments from the data stored in a data extension. How would you advise them?

- A. Data Filters
- B. Groups
- C. Query Activities
- D. Measures

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails. What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Scoring Split
- C. Frequency Split

Answer: C ([LEAVE A REPLY](#))

Frequency split is a journey builder activity that splits contacts based on how often they have received messages from the account. It can be used to focus marketing efforts on subscribers who are least likely to unsubscribe by sending them fewer or more relevant messages. Path optimizer and scoring split are not related to frequency.

NEW QUESTION: 30

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 (LEAVE A REPLY)

Explanation

A data retention policy allows you to automatically delete records from a data extension based on a specified time period. This feature can help you maintain a data extension's records and comply with data privacy regulations

NEW QUESTION: 31

What are some things a marketer should consider in order to help ensure that their email marketing message is effective? (Choose 4)

- A. Animated Gifs
- B. Use styled alt tag and background color
- C. Be aware of size of e-mail, be brief.
- D. Link the GIF to a video
- E. Honor opt-requests promptly
- F. Automate your post-message

Answer: A,B,C,D,F (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 32

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

- A. User-Initiated Email
- B. Send Flow
- C. Test Send
- D. Triggered Email

Answer: D (LEAVE A REPLY)

NEW QUESTION: 33

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate to their CRM and want update records directly a recipient clicks the 'Confirm RSVP button.

Which automation solution should easily allow this action?

- A. Automation Studio
- B. Journey Builder
- C. Behavioral Triggers

Answer: B (LEAVE A REPLY)

NEW QUESTION: 34

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Free Form Code Block
- B. Script Activity
- C. Code Snippet
- D. Style Block

Answer: D (LEAVE A REPLY)

NEW QUESTION: 35

What are the 5 proven email practices to drive revenue?

(Choose 5)

- A. Use automation
- B. Design for Clicks
- C. Improve Deliverability
- D. Drive engagement
- E. Send email consumers want
- F. Gain Subscribers
- G. Adhere to the CANSPAM act.

Answer: A,B,C,D,F (LEAVE A REPLY)

NEW QUESTION: 36

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. In the step with the two SQL activities, place a wait step between them.
- B. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

Answer: B (LEAVE A REPLY)

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION: 37

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the click activity bar chart from the email overview of the click activity tab
- B. select the URL or tracking alias from the link view tab of the click activity tab.
- C. select the URL id for the URL or tracking the alias from the job links tab.
- D. select the user clicks the overview tab in the inbox activity section

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 38

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- B. SQL Query, Filter, Data Extract
- C. Filter, Data Extract, File Transfer

Answer: A (LEAVE A REPLY)

Explanation

The correct answer is A because a SQL Query activity can be used to select the unique email addresses from the data extension, a Data Extract activity can be used to export the

data to a CSV file, and a File Transfer activity can be used to move the file to the Enhanced FTP Export folder. A Filter activity is not needed because the SQL Query can handle the filtering logic. A File Transfer activity is required to move the file from the Safehouse to the FTP folder.

NEW QUESTION: 39

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: A (LEAVE A REPLY)

List-Unsubscribe header is a feature that allows subscribers to unsubscribe from an email by clicking a link in their email client. This link is added by Marketing Cloud to the email header and can trigger an unsubscribe reason related to RMM, even if RMM is not enabled in the account. [Source: Trailhead]

NEW QUESTION: 40

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

- A. User Initiated Send
- B. Multi-Step Journey
- C. Automation Studio Email Activity

Answer: A (LEAVE A REPLY)

NEW QUESTION: 41

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send information?

- A. Select the 'Use for triggered send' checkbox.
- B. Create from template and choose triggered Send Data Extension template.
- C. Include Subscriber key and Email address field as primary key.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 42

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this

week." Which two best practices should the marketer use to make the subject line more effective? (Choose two.)

- A. A/B test the effectiveness of different subjects.
- B. Include information relevant to the message in the subject line.
- C. Include "RE:", "FWD:", "etc." to get the reader's attention.
- D. Keep the subject text between 50 and 100 characters long.

Answer: A,B ([LEAVE A REPLY](#))

NEW QUESTION: 43

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Subscriber Preview
- B. Approval Workflow
- C. Content Builder Approvals

Answer: B ([LEAVE A REPLY](#))

If you need to send emails to the creative team for proofing as part of an email campaign, you should use Approval Workflow as an automatic flow. This feature allows you to create approval rules and assign approvers for your emails before they are sent. You can also track the status of your approvals and receive notifications when they are completed or rejected. Subscriber Preview is a tool that allows you to preview how your email will look for different subscribers, but it does not send them an email. Content Builder Approvals is a feature that allows you to request feedback on your content from other users within Content Builder, but it does not send them an email either. You can learn more about this in the [Email Approval Process] module on Trailhead.

NEW QUESTION: 44

Northern Trail Outfitters wants to display different content areas based on the subscriber data Which two features can be used to accomplish this? (Choose two.)

- A. Dynamic Content
- B. Profile Mappin
- C. Personalization Strings
- D. AMPscript

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 45

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected.

Which step needs to be completed?

- A. The template must be approved before updates are reflected.
- B. The email must be recreated using the updated template.
- C. 'Update Email Now' needs to be applied to each email.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 46

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week." Which two best practices should the marketer use to make the subject line more effective? (Choose two.)

- A. Include "RE:", "FWD:", "etc." to get the reader's attention.
- B. Keep the subject text between 50 and 100 characters long.
- C. Include information relevant to the message in the subject line.
- D. A/B test the effectiveness of different subjects.

Answer: (SHOW ANSWER)

Explanation/Reference:

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:
<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 47

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that email customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. An Interactive Email Form that links to a confirmation page
- B. A Salesforce Survey block called in by an AMP script function
- C. An all-to-action button that links to the feedback form

Answer: A (LEAVE A REPLY)

To encourage a high response rate in a post-purchase campaign email, Northern Trail Outfitters' marketing team should include an Interactive Email Form that links to a confirmation page. Interactive Email Forms allow customers to provide feedback directly

within the email, reducing the friction of navigating to an external site. This ease of interaction typically results in higher engagement and response rates.

NEW QUESTION: 48

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically unsubscribed from the business unit from which the send originated
- B. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- C. The subscriber is automatically unsubscribed from the list from which the send originated
- D. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level

Answer: B (LEAVE A REPLY)

NEW QUESTION: 49

NTO wants to use a point and click tool to test segmentation rules and verify that the correct subscribers are included in the segment, NTO will need to automate there refreshing of the segment once it is tested. Which two tools should be used to test and configure the segment?

Choose two answers.

- A. filter activity
- B. data filter
- C. SQL query activity
- D. filtered code

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 50

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- A. From Address Management
- B. Send Classifications
- C. Domain SSL Certificates

Answer: A (LEAVE A REPLY)

Explanation

The marketer should go to From Address Management to see a list of all email addresses and domains that are verified for sending¹. From Address Management is a feature that allows the marketer to manage, verify, and import email addresses and domains that are used as From addresses in email sends¹. The marketer can search, filter, and sort the

verified email addresses and domains by status, type, and sendability. The marketer can also add new email addresses or domains, send verification emails, set sendable or non-sendable addresses, and delete unneeded addresses¹.

Send Classifications is not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Send Classifications is a feature that allows the marketer to define the settings and attributes of an email send, such as the sender profile, delivery profile, CAN-SPAM classification, and priority². The marketer can use send classifications to choose from a list of verified email addresses or specify a custom email address as the From address, but they cannot see or manage all the verified email addresses and domains in send classifications.

Domain SSL Certificates is also not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Domain SSL Certificates is a feature that allows the marketer to enable SSL encryption for their custom domains, which can improve their email security and deliverability. The marketer can use domain SSL certificates to apply SSL encryption to their authenticated or private domains that are used as From addresses, but they cannot see or manage all the verified email addresses and domains in domain SSL certificates. References := 1: From Address and Domain

Verification Checklist - Salesforce 2:

Send Classifications - Salesforce : Domain SSL Certificates - Salesforce

NEW QUESTION: 51

Following a batch email sent. 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: (SHOW ANSWER)

To update an email link's URL after a send, you need to navigate to the Job Links tab in My Tracking and update the URL there. This will change the URL for all recipients who have not yet clicked on the link.

NEW QUESTION: 52

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a 'thankyou' email the first time they Show up it the file drop.

How should journey Builder be configured to meet this requirement?

- A.** Configure Journey Entry Event to 'allow no re-entry.'
- B.** Configure Journey Email Send to dedupe on email address.
- C.** Configure Journey Settings to 'allow no re-entry.'

Answer: C (LEAVE A REPLY)

NEW QUESTION: 53

A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.

How should they manage unsubscribes by communication type?

- A. Create publication lists for each communication type, and associate the publication list on the send definition.
- B. Create separate data extensions for each communication type and customize the subscription page.
- C. Create suppression lists for each communication type, and associate the suppression list on the send definition.
- D. Create a Boolean field for each communication type in the data extension and update the Profile Center.

Answer: (SHOW ANSWER)

NEW QUESTION: 54

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the `_subscribers` data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Triggered Send Managed Lists
- B. Global Unsubscribe List
- C. Auto Suppression List

Answer: C (LEAVE A REPLY)

The Auto Suppression List in SFMC is used to automatically suppress subscribers who meet certain criteria, including those with a status of 'Held'. When a subscriber is marked as 'Held', it means that the system has detected delivery issues with that email address, such as a hard bounce. This can cause the subscriber key to appear twice in the `_subscribers` data view, once with the status 'Active' and once with 'Held'.

References: Salesforce Marketing Cloud Documentation on Auto Suppression Lists

NEW QUESTION: 55

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."

Which two best practices should the marketer use to make the subject line more effective?

Choose 2 answers

- A. Include information relevant to the message in the subject line.
- B. Keep the subject text between 50 and 100 characters long.

- C. A/B test the effectiveness of different subjects.
- D. Include "RE:", "FWD:\ "etc." to get the reader's attention.

Answer: A,C ([LEAVE A REPLY](#))

NEW QUESTION: 56

What two additional best practices could be applied to the company's new email design?

Choose 2 answers

- A. A mix of old branding with new branding
- B. Mobile optimized emails
- C. Use of emojis in preheader text
- D. Corresponding call-to-action included in primary message

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 57

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. List Growth Rates
- B. Click Through Rates
- C. Influenced Revenue
- D. Bounce Rate

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 58

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Use Delayed Delivery
- B. Segment email sends by domain.
- C. Configure Send Throttling.

Answer: C ([LEAVE A REPLY](#))

Explanation

Send Throttling is a feature that allows marketers to control the speed and volume of email delivery over a period of time. Send Throttling can help marketers avoid overwhelming their subscribers' inboxes or their own website servers with too many emails at once. Send Throttling can be configured by specifying the number of emails to send per hour or per day.

NEW QUESTION: 59

The marketing team wants to test various path within journey based on parameters to assess the effectiveness of a new email campaign.

Which tool should be used?

- A. A/B Testing
- B. Path Optimizer
- C. Einstein Engagement Activities

Answer: B (LEAVE A REPLY)

Path Optimizer in Journey Builder allows marketers to test different paths within a journey based on various parameters. This tool helps in assessing the effectiveness of different emails or other journey steps by comparing how different segments of the audience respond to each path.

NEW QUESTION: 60

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made.

Which

two elements of the sent can be reviewed with approvals? Choose two answers

- A. send count
- B. subject line
- C. hyperlinks
- D. from name

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 61

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: (SHOW ANSWER)

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumps.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 62

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails.

This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

- A.** Create an automation to begin when Information changes on a store object using a workflow rule.
- B.** Create a scheduled automation to import the file on a recurring basis with store information.
- C.** Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- D.** Create a file drop automation to initiate when the store's data extension is updated via import.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 63

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- A.** Content Builder > Recent Sends
- B.** Email Studio > Overview
- C.** Automation Studio > Activities

Answer: B (LEAVE A REPLY)

NEW QUESTION: 64

Northern Trail Outfitters wants to use something other than an email address to identify subscribers.

What functionality could accommodate this?

- A.** Primary Key
- B.** System Preferences
- C.** Subscriber Key
- D.** Subscriber Attributes

Answer: C (LEAVE A REPLY)

NEW QUESTION: 65

A marketer wants to ensure that customers on a list want to be email subscribers. Additionally, the marketer wants to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

- A.** Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number
- B.** Configure Web Collect to return an error message for any email address that does not conform to standard conventions
- C.** Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect
- D.** Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks

Answer: C (LEAVE A REPLY)

NEW QUESTION: 66

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower.

NTO wants to reverse this trend.

How should they improve their engagement rates with unengaged subscribers?"

- A.** Request they resubscribe
- B.** Send emails less frequently
- C.** Remove them from the list
- D.** Send emails more frequently

Answer: D (LEAVE A REPLY)

NEW QUESTION: 67

Northern Trail Outfitters allows nonregistered customers to provide to phone number for open orders. The provided 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 (LEAVE A REPLY)

A data retention policy allows you to automatically delete records from a data extension based on a specified time period. This feature can help you maintain a data extension's records and comply with data privacy regulations

NEW QUESTION: 68

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture. Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Add a new subscriber to a list
- B. Refresh the data filter
- C. Send the email via Triggered Send
- D. Add to Data Extension

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors. Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- A. Specify character encoding in import file.
- B. Configure Field-Level Encryption in import file.
- C. Manager Files in File Transfer.

Answer: ([SHOW ANSWER](#))

Configuring Field-Level Encryption in import file is the correct answer. This option allows you to specify which fields are encrypted and how to decrypt them in the import file activity. This way, you can import decrypted information to a data extension from an encrypted file of subscriber data. Managing Files in File Transfer is not a valid option, as this option only allows you to move files from one location to another, not to import them. Specifying character encoding in import file is not a valid option either, as this option only allows you to ensure the correct display of characters in different languages, not to decrypt encrypted data.

You can learn more about this in the Importing Data into Marketing Cloud module on Trailhead.

NEW QUESTION: 70

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- A. Einstein Copy Insights
- B. Einstein Email Recommendations
- C. Einstein Messaging Insights

Answer: **C** ([LEAVE A REPLY](#))

Einstein Messaging Insights provides warnings and advice automatically about email sends using artificial intelligence. It analyzes email performance data and identifies issues and opportunities for improvement.

Einstein Copy Insights is a tool that helps generate and optimize email subject lines using natural language processing. Einstein Email Recommendations is a tool that helps deliver personalized product recommendations based on customer behavior and preferences.

NEW QUESTION: 71

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- A.** From Address Management
- B.** Send Classifications
- C.** Domain SSL Certificates

Answer: ([SHOW ANSWER](#))

The marketer should go to From Address Management to see a list of all email addresses and domains that are verified for sending¹. From Address Management is a feature that allows the marketer to manage, verify, and import email addresses and domains that are used as From addresses in email sends¹. The marketer can search, filter, and sort the verified email addresses and domains by status, type, and sendability. The marketer can also add new email addresses or domains, send verification emails, set sendable or non-sendable addresses, and delete unneeded addresses¹.

Send Classifications is not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Send Classifications is a feature that allows the marketer to define the settings and attributes of an email send, such as the sender profile, delivery profile, CAN-SPAM classification, and priority². The marketer can use send classifications to choose from a list of verified email addresses or specify a custom email address as the From address, but they cannot see or manage all the verified email addresses and domains in send classifications.

Domain SSL Certificates is also not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Domain SSL Certificates is a feature that allows the marketer to enable SSL encryption for their custom domains, which can improve their email security and deliverability. The marketer can use domain SSL certificates to apply SSL encryption to their authenticated or private domains that are used as From addresses, but they cannot see or manage all the verified email addresses and domains in domain SSL certificates. References := 1: From Address and Domain

Verification Checklist - Salesforce 2:

Send Classifications - Salesforce : Domain SSL Certificates - Salesforce

NEW QUESTION: 72

Identify the best practices for interacting with potential and active subscribers. (Choose 3)

- A.** Opt-ins are brand specific, don't share with other brands.
- B.** In store loyalty programs

- C. Permission is specific to an address even if you know others.
- D. Opt-in via SMS is not Opt-in via email (And vice versa)
- E. Buy email lists

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 73

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 74

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a new data extension with the new fields.
- C. Create a data filter that includes the new fields.

Answer: A (LEAVE A REPLY)

To ensure that new custom fields on the Salesforce Contact object are available for segmentation, the first step is to edit the fields in the synchronized data source. This involves mapping the new custom fields in the synchronized data extension within Salesforce Marketing Cloud, making them available for segmentation and other marketing activities. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 75

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 Activity 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 Wizard to add new records into the data extension.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 76

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview & Test Content Personalization option should be used?

- A. Based on Recipient test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

Answer: ([SHOW ANSWER](#))

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules. Marketers can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 77

The marketing team wants to target subscribers with a 'thank 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: B ([LEAVE A REPLY](#))

To identify the subscribers who have opened an email in the past year, you should use the _Open data view.

This is a system data view that stores information about email open events for all subscribers in your account. You can query this data view using SQL to filter by date and email name or ID

NEW QUESTION: 78

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. Filter Activity
- B. SQL Query Activity
- C. Group Refresh
- D. File Transfer Activity

Answer: (SHOW ANSWER)

Explanation

NEW QUESTION: 79

A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior

knowledge of SQL. Which tool he would use:

- A. Scheduled Send Emails
- B. Journey Builder
- C. Predictive Email
- D. Automation Studio

Answer: D (LEAVE A REPLY)

NEW QUESTION: 80

A bank wants to send a series of emails to customers who open a new savings account.

The first email is sent immediately after the account is opened to confirm the action. The

second email is sent one day after the account is opened. The third email is sent five days

after the account is opened only if the customer has not made a new deposit. The final

email is sent ten days after the account has been opened and the customer still has not

made a deposit, or eight days after the customer opened the account and made a deposit,

but has not opened any emails. The data is stored in two data extensions. The bank has

two versions of each email: English and Spanish. The bank wants to automate sending the

emails. Which process could the bank use?

- A. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- B. Use Drag and Drop Segmentation to create data filters, and the use Filter activities
- C. Use Query Activities
- D. Use Drag and Drop Segmentation to create data filters

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 81

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly. What should be set up to help organize NTO's email tracking results?

- A. Remove old tracking results on a regular basis to declutter the results list.
- B. Create folders in My Tracking and select where to send results when sending an email.
- C. Give emails unique names so they are easier to find in the tracking sends tab.

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 82

Northern Trail Outfitters wants to send a promotional offer every Friday morning between 9:00 and 11:00 a.m. The content of the will change on a weekly basis. The promotional email will be sent to subscribers in the Promotions Data Extension.

What send method should be used to minimize errors?

- A. Triggered Send
- B. Recurring Send Schedule via Guided Send
- C. Send Email Activity
- D. Send Flow

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

- A. Included personalization and dynamic content
- B. Segment the email's target audience
- C. Build email templates with HTML Paste
- D. Include an unsubscribe button
- E. Ensure the email renders well in mobile apps

Answer: A,C,E ([LEAVE A REPLY](#))

NEW QUESTION: 84

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

Answer: ([SHOW ANSWER](#))

Explanation

An automation that imports subscriber data regularly and updates key data extensions is what NTO should create as a good first step to add automation to its email marketing. This

automation will help NTO keep its subscriber data up-to-date and consistent across different data extensions. It will also enable NTO to use this data for segmentation, personalization, reporting, etc. An automation that deletes old data extensions, emails, and reports may be useful for cleaning up unused assets, but it is not directly related to email marketing. An automation that contains several recurring emails and decisioning points may be too complex for a first step and may require more planning and testing.

NEW QUESTION: 85

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers. Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Collect emails at offline activities, including in stores.
- C. Send an email to NTO's entire customer database asking for referrals.

Answer: B (LEAVE A REPLY)

Collecting emails at offline activities, such as in-store events or other physical locations, is a best practice for increasing subscribers. It ensures that the emails collected are from individuals who are genuinely interested in the brand and are more likely to engage with email communications. This method also helps to maintain the quality and relevance of the email list.

References: Salesforce Marketing Cloud Documentation on Subscriber Acquisition Best Practices

NEW QUESTION: 86

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until it is approved again.
- B. The send is canceled when the approval is withdrawn.
- C. The originally approved version of the email will be sent.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 87

A client leverages transactional messages to send ad-hoc order confirmations. Which type of message is most suitable in this situation?

- A. Triggered Email
- B. User Initiated Email
- C. Guided Send
- D. Test Send

Answer: A (LEAVE A REPLY)

NEW QUESTION: 88

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select the Recurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: C (LEAVE A REPLY)

To run a journey multiple times a day based on newly compiled data, the marketer should set up an automation to populate the Entry Source Data Extension. This ensures that the latest data is always available to trigger the journey. The automation can be scheduled to run at the desired frequency, ensuring the journey starts with the updated data. Salesforce Marketing Cloud documentation on Automation Studio and Journey Builder entry sources provides detailed instructions on setting up and managing such workflows.

NEW QUESTION: 89

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscriber Lists.

- A. The email will be sent to the email address stored on All Subscriber Lists
- B. The email will be sent to the email address stored on Data Extension
- C. The email will be sent to the field marked as the Primary Key
- D. The email will be sent to the subscriber Key on All Subscribers List

Answer: A (LEAVE A REPLY)

NEW QUESTION: 90

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- A. An import activity can be used in an automation created in Automation Studio
- B. An import activity can be executed manually
- C. The import activity is under Subscribers in the Email Application
- D. The file for an import activity must be placed in a folder on a FTP site
- E. The file for an import activity can be on a desktop computer

Answer: A,D,E (LEAVE A REPLY)

NEW QUESTION: 91

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: B (LEAVE A REPLY)

A Transactional Send Journey is a journey type that allows marketers to send transactional messages, such as password resets, order confirmations, or shipping notifications, to individual contacts based on API events. This journey type is suitable for the healthcare marketer's use case

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:
<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 92

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers.

NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

- A. Send Email
- B. Verification
- C. Wait

Answer: B (LEAVE A REPLY)

The Verification Activity in Automation Studio is used to set additional guardrails before an email send occurs. This activity helps ensure that the audience criteria meet certain conditions and prevents sending to more subscribers than intended. According to Salesforce Marketing Cloud documentation, the Verification Activity can check for audience count thresholds and prevent sending if the audience exceeds the specified limit.

NEW QUESTION: 93

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

- A.** Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- B.** Create a Test data extension composed of the management team and Test Send to the Test data extension.
- C.** Create a list composed of the management team, prepend Test" to the Subject, and use the Send Flow to send the email to the list.
- D.** Find each individual with Subscriber Preview and Test Send to each individual Recipient.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 94

Northern Trail Outfitters (NTO) is going through IP address warning and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- A.** Recent Email Send Summary
- B.** Email Performance by Domain
- C.** Email Sends by User

Answer: **B** ([LEAVE A REPLY](#))

The Email Performance by Domain report is an out-of-the-box report that provides information on the email performance of different domains, such as Gmail, Yahoo, Outlook, etc. The report can show metrics such as sends, deliveries, opens, clicks, bounces, unsubscribes, etc., for each domain. The report can also show the percentage of each metric compared to the total number of sends. This report can help marketers understand how different domains handle their emails and refine their sending methods accordingly.

NEW QUESTION: 95

Northern Train Outfitters wants to display different content areas based on the subscriber data. What can be used to accomplish this? (Choose 2)

- A.** AMPscript
- B.** Personalization Strings
- C.** Dynamic Content
- D.** Profile Mapping

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 96

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

- A. The email address and Subscriber Key will be added to the All Subscribers List.
- B. The subscriber will be added to the All Subscribers List with a status of Active.
- C. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.
- D. The Primary Key and demographic data will be added to the All Subscribers List.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 97

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

- A. Report Scheduling in Datorama Reports
- B. File Transfer Activity in Automation Studio
- C. Report Definition Activity in Automation Studio

Answer: B (LEAVE A REPLY)

To schedule the automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket, you can use the File Transfer Activity in Automation Studio. This activity enables you to configure the transfer of files to external servers, including S3 buckets, and schedule it to run at specified times. Reference: Salesforce Marketing Cloud Documentation on File Transfer Activity.

NEW QUESTION: 98

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website. Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package
- C. Web Collect Sign-Up Form

Answer: (SHOW ANSWER)

The configuration that should help with limiting a spike in volume to the website is Send Throttle¹. Send Throttle allows you to specify the number of emails to send per hour, which can help you control the traffic to your website and avoid overwhelming your server or exceeding your bandwidth limit². By using Send Throttle, you can also improve your email deliverability and avoid being flagged as spam by ISPs that monitor sudden spikes in email volume³.

Sender Authentication Package is not the correct answer, as it does not help with limiting a spike in volume to the website. Sender Authentication Package is a feature that helps you authenticate your email sender identity and domain, which can improve your email

reputation and deliverability⁴. However, it does not affect the rate or timing of your email sends.

Web Collect Sign-Up Form is also not the correct answer, as it does not help with limiting a spike in volume to the website. Web Collect Sign-Up Form is a feature that helps you collect email subscribers from your website, which can increase your email list size and engagement. However, it does not affect the rate or timing of your email sends.

References := 1: Send Throttle - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email limitations in marketing cloud - Salesforce Developer Community 4:

Sender Authentication Package - Salesforce : Web Collect Code Samples - Salesforce

NEW QUESTION: 99

Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was

10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmaii.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. Bounce Mail Management
- B. Auto-Suppression Lists
- C. List Detective

Answer: C (LEAVE A REPLY)

List Detective is a feature in Salesforce Marketing Cloud that scans email addresses for potential issues such as typos, invalid domains, and addresses that are known to cause bounces or spam complaints. In this case, List Detective would have identified the typo in "gmaii.com" and prevented those emails from being sent to avoid deliverability issues.

References: Salesforce Marketing Cloud Documentation on List Detective

NEW QUESTION: 100

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split
- B. Frequency Split
- C. Scoring Split

Answer: (SHOW ANSWER)

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

NEW QUESTION: 101

When does the validation of email address occur when using a data extension?

- A. Done at the time of Import
- B. Done when admin refreshes it
- C. Done when subscriber updates profile in the profile center
- D. Done at the time of Send

Answer: D (LEAVE A REPLY)

NEW QUESTION: 102

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the field as the Primary Key.
- B. Mark the data extension as Sendable.
- C. Use Email Address as Subscriber Key.

Answer: A (LEAVE A REPLY)

Explanation

marking the field as the Primary Key is what a marketer should do to ensure the Email Address field values are unique in a data extension. A primary key is a field or a combination of fields that uniquely identifies each row in a data extension. If a field is marked as a primary key, it cannot have duplicate values or null values.

Marking the data extension as Sendable or using Email Address as Subscriber Key does not ensure uniqueness of field values.

NEW QUESTION: 103

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity is used to make status updates.
- B. The Update Contact Activity is used to make status updates.
- C. The entry sources data extension has a primary key and subscriber key.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 104

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain"?

- A. Undeliverable
- B. Soft Bounce
- C. Blocked Bounce
- D. Hard Bounce

Answer: D (LEAVE A REPLY)

NEW QUESTION: 105

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 winning subject line out to the remaining customers.

Who should path optimizer be configured to handle these requirements?

- A. Configure a holdback group to be targeted by the winner.
- B. Select winning path three days after journey activation
- C. Place a Random Split before Path Optimizer for the pilot group.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 106

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter. Where can the marketer most easily find this information?

- A. Tracking Click Activity tab > Link View
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Job Links tab > URL ID
- D. Tracking Overview tab > Clicks

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 107

Northern Trail Outfitters (NTO) has been sending email for about 10 years. A new marketing manager noticed NTO's deliverability continually decreased over the last year. NTO wants to grow its existing subscriber base and increase its ROI on email marketing by improving engagement with its subscribers.

Which three strategies will help improve NTO's email deliverability? (Choose three.)

- A. Ensure the spam complaint rate is between 1% and 3%.
- B. Authenticate email sending to distinguish it from spammers.
- C. Purchase lists from companies that guarantee users have opted in.
- D. Encourage subscribers to add the company's sending domain to their address books.
- E. Purge old or inactive email addresses.

Answer: B,D,E (LEAVE A REPLY)

NEW QUESTION: 108

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Answer: C (LEAVE A REPLY)

Creating a Dashboard in Datorama allows marketers to build custom reports that fit their specific needs.

Dashboards in Datorama can be customized with various widgets, filters, and data sources to present the data in a meaningful way. This process is well-documented in the Salesforce Marketing Cloud help guides and Datorama documentation on custom reporting and dashboard creation.

NEW QUESTION: 109

What is an Automation Studio activity? (Choose 3)

- A. Wait Activity
- B. Triggered Send
- C. Send Email
- D. Transfer File Activity
- E. A/B Test Send Activity

Answer: A,C,D (LEAVE A REPLY)

NEW QUESTION: 110

What is a true statement about Automation Studio?

- A. There is a limit to the number of activities and steps that can be placed in a workflow
- B. A workflow is comprised of steps, and within each step are activities

- C. When multiple activities are in a single step, the activities are executed one at a time
- D. Activities supported in Automation studio must first be defined in the Email Application

Answer: B ([LEAVE A REPLY](#))

NEW QUESTION: 111

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior.

Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

- A. Filter Activity
- B. Decision Split
- C. Random Split
- D. Engagement Split

Answer: D ([LEAVE A REPLY](#))

NEW QUESTION: 112

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Email and Journey Overview Dashboard
- B. Email Performance Dashboard
- C. Journey Performance by Email Dashboard

Answer: ([SHOW ANSWER](#))

Explanation

Journey Performance by Email Dashboard is the preconfigured dashboard that NTO should review to get an idea of which journeys are performing the best. This dashboard shows key metrics such as open rate, click rate, conversion rate, and unsubscribe rate for each email in each journey. Email and Journey Overview Dashboard shows a summary of all email and journey activities, but not at the individual email level. Email Performance Dashboard shows metrics for individual emails, but not grouped by journeys.

NEW QUESTION: 113

Northern Trail Outfitters is building a data extension that will store preference data for the its subscribers.

Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Is Sendable
- B. Nullable
- C. Primary Key

Answer: C (LEAVE A REPLY)

When building a data extension that will be updated by a SQL Query Activity, it is essential to define a Primary Key. This ensures that each record can be uniquely identified, allowing the SQL Query Activity to update the correct records in the data extension. For more details, refer to the Data Extension documentation.

NEW QUESTION: 114

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

Answer: B (LEAVE A REPLY)

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

* Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION: 115

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Save the data extension in the Test Folder.
- B. Create the data extension as 'Is Testable'.
- C. Associate the data extension to the Campaign.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 116

The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

- A. Automation Studio
- B. Playbooks
- C. Filter Activity

D. Data Extract Activity

Answer: D (LEAVE A REPLY)

NEW QUESTION: 117

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

A. Send Flow

B. Test Send

C. Triggered Email

D. User-Initiated Email

Answer: C (LEAVE A REPLY)

NEW QUESTION: 118

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 guided send.

C. Create a measure and a data filter, a filter activity then use a triggered send.

D. Create a filter and a data extension key, an interaction and a triggered send.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 119

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

A. Create from template and choose triggered Send Data Extension template.

B. Include Subscriber key and Email address field as primary key.

C. Select the 'Use for triggered send' checkbox.

Answer: C (LEAVE A REPLY)

Selecting the 'Use for triggered send' checkbox is the correct answer. This option allows you to create a data extension that can be used as a target audience for a triggered send.

A triggered send is an email that is sent in response to a subscriber's action or behavior, such as a purchase confirmation or a welcome email. When you select this option, you also need to include the subscriber key and email address fields in your data extension.

Creating from template and choosing triggered send data extension template is not a valid

option, as there is no such template available in Marketing Cloud. Including subscriber key and email address field as primary key is not required, as only the subscriber key field needs to be set as the primary key. You can learn more about this in the Data Extensions module on Trailhead.

NEW QUESTION: 120

Northern Trail Outfitters wants to display different content areas based on the subscriber data Which two features can be used to accomplish this? (Choose two.)

- A. Personalization Strings
- B. Dynamic Content
- C. AMPscript
- D. Profile Mapping

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 121

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails. What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Frequency Split
- C. Scoring Split

Answer: A (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:

<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 122

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.

NTO would like to send out a thank you email the first time they Show up in the file drop. How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Settings to 'allow no re-entry.'
- B. Configure Journey Email Send to dedupe on email address.
- C. Configure Journey Entry Event to 'allow no re-entry.'

Answer: (SHOW ANSWER)

Configuring the Journey Entry Event to 'allow no re-entry' will ensure that subscribers who have made recent purchases will only receive a thank you email the first time they show up in the file drop. This will prevent them from receiving duplicate emails if they make multiple purchases. [Source: Trailhead]

NEW QUESTION: 123

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Portfolio
- B. Data Extensions
- C. Preference Management
- D. Email templates

Answer: D (LEAVE A REPLY)

NEW QUESTION: 124

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.

What tool will produce this audience?

- A. Audience Builder
- B. Send Flow
- C. Filters
- D. SQL Query Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 125

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Wait Activity
- B. Skip Automation
- C. Verification Activity

Answer: A (LEAVE A REPLY)

NEW QUESTION: 126

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure that the 7,000 subscribers that exist on both lists don't receive the same email twice?

- A. Suppression List
- B. Domain Exclusion List
- C. Exclusion Script
- D. Exclusion List

Answer: A (LEAVE A REPLY)

NEW QUESTION: 127

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A. Send Performance Tab
- B. Email Overlay View
- C. Tracking Conversions Tab

Answer: B (LEAVE A REPLY)

The Email Overlay View in Salesforce Marketing Cloud provides a detailed visual representation of an email's performance, including metrics such as Total Clicks and Unique Clicks. This view overlays performance data directly onto the email, making it easy to see which links were clicked and how frequently. This feature is described in the Salesforce Marketing Cloud documentation under email tracking and reporting features.

NEW QUESTION: 128

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes.

Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- A. Data Extract
- B. Filter
- C. Import File
- D. SQL Query

Answer: A (LEAVE A REPLY)

NEW QUESTION: 129

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 Copy insights
- B. Einstein Messaging Insight
- C. Einstein Engagement Scoring

Answer: C (LEAVE A REPLY)

NEW QUESTION: 130

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement.

NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. %%contactkey%%
- B. %%subscriberid%%
- C. %%memberid%%

Answer: C (LEAVE A REPLY)

Explanation

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as %%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

NEW QUESTION: 131

Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- A. SQL activity using data views
- B. Audit Trail extract
- C. Tracking Data extract

Answer: A (LEAVE A REPLY)

To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and

historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.

NEW QUESTION: 132

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 two.)

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 133

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content.

NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

- A. Leverage templates with AMP script.
- B. Leverage Enhanced Dynamic Content.
- C. Leverage Multilingual Content Blocks.

Answer: C (LEAVE A REPLY)

Leveraging Multilingual Content Blocks is the best option for NTO to create and send localized content at scale. Multilingual Content Blocks allow you to create a single content block that can display different versions of text based on the subscriber's preferred language. You can use a spreadsheet or a data extension to store the translations and then map them to the content block. This way, you can avoid creating multiple templates or emails for each language. Leveraging templates with AMPscript or Enhanced Dynamic Content would require more coding and development skills.

NEW QUESTION: 134

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

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

Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 135

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

- A. Engagement Split
- B. Behavioral Trigger
- C. Wait Until Event

Answer: B (LEAVE A REPLY)

Behavioral Trigger is the correct answer. A behavioral trigger is a type of entry source that allows you to inject contacts into a journey based on their behavior or interaction with your brand. For example, you can use a behavioral trigger to start a journey when a contact makes a purchase on your website, clicks a link in an email, or fills out a form on a landing page. You can learn more about this in the Journey Builder Basics module on Trailhead.

NEW QUESTION: 136

A healthcare company imports its patient portal registrations at the parent level business unit (BU). The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- A. After the file import, use the transfer file activity to move data into data extensions in child BUS.
- B. Create automations that import the data directly into the child BUs to bypass the parent level BU.
- C. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.

Answer: C (LEAVE A REPLY)

Explanation

After the file import, using the filter activity to populate shared data extensions that are available to child BUs is the best option to ensure data is available at the child BU level. This way, the parent level BU can import the data once and then filter it based on the criteria for each child BU. The child BUs can then access the shared data extensions without having access to the parent level BU. Using the transfer file activity to move data into data extensions in child BUs would require creating separate files for each child BU and transferring them individually. Creating automations that import the data directly into the child BUs would bypass the parent level BU, but it would also duplicate the import process for each child BU.

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:
<https://www.braindumpsPass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 137

Select three (3) best practices for interacting with potential and active subscribers?

- A. Always make email opt in required
- B. Only use the email address offered
- C. Make unsubscribing easy
- D. Follow the CAN SPAM Law
- E. Make unsubscribing easy, no more than 4 clicks

Answer: B,C,D (LEAVE A REPLY)

NEW QUESTION: 138

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. Delivery Profile
- C. Sender Profile
- D. Dynamic Content

Answer: A (LEAVE A REPLY)

NEW QUESTION: 139

Why should a marketer ensure that field lengths are accurate when creating a data extension? (Choose 2)

- A. To determine the correct data type
- B. To ensure data integrity
- C. To save the data extension
- D. To optimize import process speed

Answer: (SHOW ANSWER)

NEW QUESTION: 140

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the import process. In which two ways should the data extension and import be configured? (Choose two.)

- A. Select the update type "Overwrite".
- B. Select the update type "Add Only".
- C. Select the update type "Add and Update".
- D. Ensure the data extension has a Primary Key.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 141

Which type of data can a subscriber easily update via the Profile Center? (Choose 2)

- A. Email Address
- B. List Attributes
- C. Data Extension Fields
- D. Order History

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 142

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: A ([LEAVE A REPLY](#))

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

NEW QUESTION: 143

NTO is having its annual footwear sale, NTO wants to top its revenue from last year sale, the campaign last year was a series of emails targeting NTO customer who expressed a specific interest in footwear, which additional tactic should be enforced NTO targeted segmentation .

- A. content focused on winter sports items for holiday shopping
- B. images of products that the customers has previously purchased.
- C. personalized imaginary infused by subscriber's preference.
- D. feel good lifestyle imaginary featuring attractive people.

Answer: C ([LEAVE A REPLY](#))

NEW QUESTION: 144

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this information?

- A. Audience Engagement Over Time
- B. Contacts Count
- C. Contacts Analytics

Answer: C (LEAVE A REPLY)

NEW QUESTION: 145

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.

Which method should the team use to accomplish this goal?

- A. Create a list of inactive subscribers and suppress them from campaigns.
- B. Remove inactive subscribers from the target population.
- C. Create a re-engagement campaign for inactive subscribers asking to opt-in again.
- D. Create a re-engagement campaign for all subscribers asking to opt-in again.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 146

Northern Trail Outfitters sends out 50,000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

Answer: A (LEAVE A REPLY)

Reply Mail Management is a feature that allows marketers to manage the replies to their email campaigns.

Marketers can set up rules to filter out auto-replies, unsubscribe requests, or other types of replies, and route them to different email addresses or folders. [Source: Trailhead]

NEW QUESTION: 147

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

- A. Automation Studio and Path Optimizer
- B. Automation Studio and Journey Builder

C. Journey Builder and Behavioral Triggers

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 148

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations. Which journey type is best suited to run this test?

- A. Single Send
- B. Multi-Step
- C. Transactional Send

Answer: B ([LEAVE A REPLY](#))

Explanation

A multi-step journey is best suited to run a test between two different versions of an email, such as Einstein Recommendations versus static product recommendations. A single send journey can only send one version of an email to a single audience. A transactional send journey can only send transactional messages that are triggered by API calls or events.

NEW QUESTION: 149

Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension. They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment.

What could be used to segment the data?

- A. Data Filter
- B. Query Activity
- C. Filter Activity
- D. Synchronized Data

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 150

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- B. Add descriptive tags to each asset upon creation.
- C. Add a description to each asset upon creation.

Answer: B ([LEAVE A REPLY](#))

Adding descriptive tags to each asset upon creation is the best way to improve searching and filtering in Content Builder. Tags are keywords that help you identify and categorize your assets based on different criteria, such as type, purpose, theme, etc. You can use tags to search for specific assets or filter them by one or more tags. Adding assets to folders upon creation is also helpful, but it does not allow you to assign multiple categories

to an asset. Adding a description to each asset upon creation is useful for providing more information about the asset, but it does not help with searching and filtering.

NEW QUESTION: 151

A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automation studio?

- A. Template send
- B. Automated send
- C. Triggered send
- D. Send email

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: <https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 152

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. SQL Query, Decision Split, Data Designer
- C. Journey Builder Entry Source, Filter Definition, Segment Builder

Answer: A ([LEAVE A REPLY](#))

NEW QUESTION: 153

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails.

What should be configured to accomplish this request?

- A. Sender Profile

B. Delivery Profile

C. Send Classification

Answer: B (LEAVE A REPLY)

A Delivery Profile in Salesforce Marketing Cloud allows you to specify the IP address and subdomain used for sending emails. By configuring a Delivery Profile, NTO can assign a specific IP address and subdomain to ensure that all transactional emails are sent using the desired settings.

NEW QUESTION: 154

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week. Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

A. Focus on action-driven subject lines.

B. Create more focused segmented lists for messaging.

C. Add complementary SMS campaigns.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 155

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP button.

Which automation solution should easily allow this action?

A. Automation Studio

B. Behavioral Triggers

C. Journey Builder

Answer: C (LEAVE A REPLY)

Explanation

Journey Builder is a tool that allows marketers to create personalized, cross-channel customer journeys based on real-time behavior and data. Journey Builder can integrate with Salesforce CRM and other systems to update records based on customer actions. For example, a marketer can use a Salesforce Data Event to trigger a journey when a customer registers for an event, and then use a Salesforce Data Update Activity to update the customer's RSVP status when they click a button in the confirmation email

NEW QUESTION: 156

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails.

This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How could this be achieved?

- A.** Create a scheduled automation to import the file on a recurring basis with store information.
- B.** Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- C.** Create an automation to begin when information changes on a store object using a workflow rule.
- D.** Create a file drop automation to initiate when the store's data extension is updated via import.

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 157

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

- A.** Engagement Split
- B.** Wait Until Activity
- C.** Einstein STO Activity

Answer: **B** ([LEAVE A REPLY](#))

NEW QUESTION: 158

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to include special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A.** Reference Content Block
- B.** Dynamic Content Block
- C.** Einstein Content Selection

Answer: **A** ([LEAVE A REPLY](#))

Explanation

A Reference Content Block is a type of content block that allows marketers to reference another content block within an email. This means that any changes made to the referenced content block will automatically update in all emails that use it. A Reference Content Block is useful for including content that changes frequently or needs to be consistent across multiple emails, such as special events or offers.

NEW QUESTION: 159

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- A.** Use a Guided Send to perform a test send to Internal users using subscriber data.

B. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.

C. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

Answer: C (LEAVE A REPLY)

Using Preview and Test, selecting a targeted subscriber, and sending the email to internal team members is what NTO should do to build confidence in its dynamic email capabilities. Preview and Test is a feature that allows you to preview how your email will look for different subscribers based on their data and personalization. You can also send a test email to yourself or other internal team members to verify the content and functionality of your email. Using a Guided Send to perform a test send to internal users using subscriber data would also work, but it would consume tracking data and affect reporting. Using CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs would not be feasible or efficient.

NEW QUESTION: 160

Other than an image a file must be XX MB or less in size?

A. 1 KB

B. 5MB

B 25 MB

C. 1 MB

Answer: C (LEAVE A REPLY)

NEW QUESTION: 161

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

A. Einstein Copy Insights

B. Enhanced Dynamic Content

C. Einstein Content Selection

Answer: A (LEAVE A REPLY)

NEW QUESTION: 162

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

A. Physical Mailing address

B. Link tooltips

C. Email Open Tracking

D. Stored Content Boxes

Answer: B,C ([LEAVE A REPLY](#))

NEW QUESTION: 163

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report
- C. Pivot table in Datorama Reports

Answer: C ([LEAVE A REPLY](#))

Explanation

Pivot table in Datorama Reports is the tool that NTO should use to explore its large volume of send data. Pivot table allows marketers to dynamically filter, sort, and group data in one view without writing SQL queries. It also allows marketers to create calculated fields and visualize data in charts and graphs. Filter Activity in Automation Studio is used to create filtered data extensions based on criteria, not to explore data in one view.

Email Performance Over Time Report is a standard report that shows metrics for emails sent over a period of time, but it does not allow dynamic filtering, sorting, or grouping of data.

NEW QUESTION: 164

A new data extension named "Orders" contains order data

a. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A. All fields in the data extension are nullable
- B. CustomerID will be used as the Primary Key
- C. The OrderNumber field will be a Number data type field
- D. OrderNumber will be used as the Primary Key

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 165

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

- A. Leverage Multilingual Content Blocks.
- B. Leverage templates with AMPscript.
- C. Leverage Enhanced Dynamic Content.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 166

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send information?

- A. Create from template and choose triggered Send Data Extension template.
- B. Include Subscriber key and Email address field as primary key.
- C. Select the 'Use for triggered send' checkbox.

Answer: C (LEAVE A REPLY)

Explanation

Selecting the 'Use for triggered send' checkbox is the correct answer. This option allows you to create a data extension that can be used as a target audience for a triggered send. A triggered send is an email that is sent in response to a subscriber's action or behavior, such as a purchase confirmation or a welcome email. When you select this option, you also need to include the subscriber key and email address fields in your data extension. Creating from template and choosing triggered send data extension template is not a valid option, as there is no such template available in Marketing Cloud. Including subscriber key and email address field as primary key is not required, as only the subscriber key field needs to be set as the primary key. You can learn more about this in the Data Extensions module on Trailhead.

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: <https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 167

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

- A. Content Detective
- B. Test Send
- C. Send Preview

Answer: (SHOW ANSWER)

Explanation

Send Preview is the tool that allows the marketer to review how different variations of an email will render in different email clients. It also enables the marketer to preview dynamic content and personalization strings for each subscriber in a data extension. Content Detective is a tool that scans an email for potential content issues, such as broken links, missing images, or spam triggers. Test Send is a tool that sends a test email to a specified recipient or a test data extension.

NEW QUESTION: 168

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview & Test Content Personalization option should be used?

- A. Based on Recipient test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

Answer: B (LEAVE A REPLY)

Explanation

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules. Marketers can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

Valid Marketing-Cloud-Email-Specialist Dumps shared by BraindumpsPass.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! BraindumpsPass.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the BraindumpsPass.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** BraindumpsPass.com Marketing-Cloud-Email-Specialist dumps with Test Engine here:
<https://www.braindumpspass.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)