

Salesforce.Marketing-Cloud-Email-Specialist.v2025-04-21.q111

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	111
Version:	v2025-04-21
# of views:	852
# of Questions views:	1110
https://www.exam-tests.com/Marketing-Cloud-Email-Specialist-exam/Salesforce.Marketing-Cloud-Email-Specialist.v2025-04-21.q111.html	

NEW QUESTION: 1

List 3 unsubscription methods?

- A. Survey
- B. Subscription Center
- C. Reply Email
- D. One-Click Unsubscribe

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

NEW QUESTION: 2

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? (Choose two.)

- A. Personalization Strings
- B. Sender Profiles
- C. AMPscript Lookup
- D. Delivery Profiles

Answer: B,C (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 3

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

- A. Enhanced Dynamic Content Blocks
- B. Personalization Strings
- C. AMPscript Search Functions

Answer: A (LEAVE A REPLY)

NEW QUESTION: 4

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- B. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- C. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 5

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: 6

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

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

To test different subject lines with a pilot group and then send the winning subject line out to the remaining customers, you should place a random split before path optimizer for the pilot group. This will allow you to divide your audience into two groups: one for testing and one for holding back. Then, you can use path optimizer to test up to 10 subject lines with the testing group and select the winner based on open rate or click rate. Finally, you can send the winning subject line to the holdback group.

NEW QUESTION: 7

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

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

Creating folders in My Tracking and selecting where to send results when sending an email is the best way to help organize NTO's email tracking results. This way, NTO can group their email campaigns by different criteria, such as date, topic, audience, etc., and easily find the results they need. Giving emails unique names is also helpful, but it does not provide a way to categorize them. Removing old tracking results may declutter the results list, but it may also delete valuable information.

NEW QUESTION: 8

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: ([SHOW ANSWER](#))

NEW QUESTION: 9

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received

three emails from NTO within one day. The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

- A. Preventing customers from opting out
- B. Sending multiple emails in one day
- C. Personalized recommendations
- D. Opting customers in automatically

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder?

Choose 3 answers

- A. Updating or creating Salesforce CRM objects or records.
- B. A/B/N testing as part of the workflow to conduct timing and creative tests.
- C. Extracting data from an Audience data extension for analysis.
- D. Criteria setting to segment contacts based on behavior using SQL.
- E. Goal setting to have the system listen to see if users met the goal.

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

NEW QUESTION: 11

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

Explanation

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: 12

What statement accurately dictate the configuration of the orders data extension

- A. customer id will be used a primary key
- B. the order no field will be a number data type field
- C. all field in the data extension are null able
- D. order no will be used as the primary key

Answer: D (LEAVE A REPLY)

NEW QUESTION: 13

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Use an infographic email template
- B. Limit the email text to 250 words
- C. Personalize the email content
- D. Segment the audience for the email

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

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

- A. 5MB
- B 25 MB
- B. 1 KB
- C. 1 MB

Answer: C (LEAVE A REPLY)

NEW QUESTION: 15

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](#))

Explanation

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: 16

A marketer is completing a Send Preview based on a pre-deployment checklist. What task is validated during the Send Preview?

- A. Confirm that each content area specified in the dynamic content rules exists.
- B. Ensure subscriber status at the time of send is Subscribed or Bounced.
- C. Identify phrases like "click here" or "Free!" that could be marked as spam.
- D. Ensure subscribers have not unsubscribed or are undeliverable.

Answer: ([SHOW ANSWER](#))

Explanation

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

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

- A. 5MB
- B 25 MB
- B. 1 MB
- C. 1 KB

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

NEW QUESTION: 18

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Request three Dedicated IPs to spread out the sending volume.
- B. Implement an SPF with Private Domain and a Dedicated IP.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

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

NEW QUESTION: 20

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

NEW QUESTION: 21

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](#))

Explanation

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: 22

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. Add to Data Extension
- D. Send the email via Triggered Send

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

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

Implement an SAP with Private Domain and a Dedicated IP is the correct answer. An SAP (Sender Authentication Package) is a feature that enables you to use your own domain in your email links, images, and reply addresses. A private domain is a domain that is exclusive to your account and not shared with other customers. A dedicated IP is an IP address that is assigned only to your account and not shared with other customers. By implementing an SAP with a private domain and a dedicated IP, you can improve your sending reputation and deliverability by ensuring that your emails are authenticated and not affected by other customers' sending practices. You can learn more about this in the [Email Deliverability] module on Trailhead.

NEW QUESTION: 24

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: ([SHOW ANSWER](#))

An Import Activity is a type of automation activity that can be used to import data from an external source into a data extension. It supports various file transfer protocols, including Amazon S3 buckets. An Import Activity can be configured to run on a schedule or triggered by an event.

NEW QUESTION: 25

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Scheduled Automation
- C. Wait Activity

Answer: ([SHOW ANSWER](#))

Triggered Automation in Salesforce Marketing Cloud is designed to accommodate the processing of data files that arrive at varying times throughout the day. This feature automatically starts the automation whenever a new file is detected, ensuring timely processing of the batch order information.

NEW QUESTION: 26

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

- A. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.
- B. Use the Import Wizard to point to rename the file on the FTP.
- C. Change the file format from "comma separated value" to "tab delimited."
- D. Ensure the name of the file in the Import Activity matches the file name on the FTP.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 27

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create a template and lock content In the template.

D. Create multiple versions of the email for loyalty and non-loyalty members.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

A. Address Book Strategy - add address book tool to your emails.

B. Add how the subscriber subscribed to your email

C. Identify the message as an advertisement

D. Subject line recognition

E. Ensure all subscribers have given you permission

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

NEW QUESTION: 29

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action the team should take to make the edits?

A. Update email approval status.

B. Cancel send using email.

C. Unshare the email.

Answer: A (LEAVE A REPLY)

Explanation

The first action the team should take to make the edits is to update email approval status¹. Updating email approval status allows the team to change the status of the email from approved to pending, which enables them to make changes to the email content, subject line, preheader, or sender profile¹. After making the edits, the team can resubmit the email for approval and send it to the business units.

Canceling send using email is not the correct answer, as it does not allow the team to make edits to the email. Canceling send using email is a feature that lets the team stop an email send that is in progress or scheduled for a future date². However, it does not affect the approval status or content of the email.

Unsharing the email is also not the correct answer, as it does not allow the team to make edits to the email. Unsharing the email is a feature that lets the team remove access to the email from other business units³. However, it does not affect the approval status or content of the email. References := 1: Edit an Approved Email - Salesforce 2: Cancel Send Using Email - Salesforce 3: Share Content Across Business Units - Salesforce

NEW QUESTION: 30

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis.

The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile Which action should they take to execute the campaign?

- A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B. Use Automation Studio Filtering, Messaging, and wait activities.
- C. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

Answer: A (LEAVE A REPLY)

To execute complex campaigns with multiple messages in both Email and Mobile, marketers can use Automation Studio for querying and segmenting data from multiple data extensions. Journey Builder can then be utilized for orchestrating the messaging and flow control activities. This combination leverages the strengths of both tools to manage daily sends and complex campaign workflows. For detailed guidance, see the Automation Studio and Journey Builder documentation.

NEW QUESTION: 31

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCBD40AB3BF70D5D correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filtered Group
- C. SQL Query Activity
- D. Filter Activity

Answer: B,D (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

Northern Trail Outfitters allows non registered 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: (SHOW ANSWER)

NEW QUESTION: 33

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Fire Event
- B. Import File
- C. File Transfer

Answer: (SHOW ANSWER)

File transfer is the activity that is missing from the automation. File transfer is used to move files from one location to another, such as from Marketing Cloud to an SFTP server.

Without this activity, the data extract will create a .csv file in Marketing Cloud, but it will not send it to the SFTP server. Fire event is used to trigger a journey or an automation from another automation. Import file is used to import data from a file into a data extension.

NEW QUESTION: 34

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 35

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

- A. Bounced contacts from previous sends
- B. DoNotTad preferences

C. Suppressed contacts from contact deletion

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 36

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. Content Builder Approvals

B. Approval Workflow

C. Subscriber Preview

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

NEW QUESTION: 37

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 Journey Builder

B. Automation Studio and Path Optimizer

C. Journey Builder and Behavioral Triggers

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

NEW QUESTION: 38

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

A. Journey Builder - Journey History

B. Datorama Reports - Journey Performance

C. Reports - Journey Engagement

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

NEW QUESTION: 39

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

A. Go Mobile.

B. Make a list of your most common touchpoint

C. Test a few different opt in techniques.

D. Use A/B Testing

E. Get Social

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

NEW QUESTION: 40

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? Choose 3 answers

- A. Criteria setting to segment contacts based on behavior using SQL.
- B. Updating or creating Salesforce CRM objects or records.
- C. Goal setting to have the system listen to see if users met the goal.
- D. A/B/N testing as part of the workflow to conduct timing and creative tests.
- E. Extracting data from an Audience data extension for analysis.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 41

Northern Trail Outfitters' (NTO) marketing team wants to differentiate test emails from live sends by using the words 'For Review' in the subject line of every email sent for testing purposes. What can NTO do to ensure they receive a warning before sending any emails with the words 'For Review' in the subject line?

- A. Add the selected key words to Subject/Preheader Validation
- B. Ensure that the administrator enables testable subject lines for send flows
- C. Create a validation rule to prevent the sending of test emails to live audiences
- D. Configure Standard Approvals to include select key words for sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 42

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.

Which object should be used?

- A. Publication List
- B. Suppression Lists
- C. Exclusion Lists

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

Explanation

Publication List is an object that allows marketers to use Marketing Cloud's Subscription Center to let subscribers control which types of emails they do not want to receive. Publication Lists can be associated with different types of emails, such as newsletters or promotions, and subscribers can opt out of individual lists without unsubscribing from all emails. Suppression Lists and Exclusion Lists are used to exclude subscribers from receiving certain emails, but they do not allow subscribers to manage their preferences in the Subscription Center. [Source: Trailhead]

NEW QUESTION: 43

A marketer wants to use a filter to create a data extension that includes only records from yesterday.

Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh daily in properties.
- C. Schedule an automation to refresh the filter activity each day.

Answer: (SHOW ANSWER)

To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.

References:

* Salesforce Marketing Cloud Documentation on Filter Activity

NEW QUESTION: 44

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers.

Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Send volume
- B. Click rate
- C. Block bounces

Answer: (SHOW ANSWER)

Block bounces are a metric that should be analyzed as a possible indicator of bad sender reputation. Block bounces occur when an email is rejected by a recipient's mail server because it considers the sender's IP address or domain as a source of spam. This can negatively impact the sender's reputation and affect their deliverability. Send volume and click rate are not directly related to sender reputation, although they may influence other factors such as engagement and spam complaints.

NEW QUESTION: 45

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Pending tab in Content Builder
- B. Overview tab in email Studio
- C. Tracking tab in Journey Builder

Answer: (SHOW ANSWER)

NEW QUESTION: 46

Which two subscriber audiences can be created by using Measures in a Data Filter?
(Choose two.)

- A. Subscribers who have not clicked in the past three months.
- B. Subscribers who have submitted spam complaints in the last week.
- C. Subscribers within a 30-mile radius of a zip code.
- D. Subscribers who have opened an email in the past 30 days.

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

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

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

Scaling back sending for specific ISPs until the issue subsides can help improve deliverability by avoiding spam complaints and hard bounces. Increasing the frequency of email sending may worsen the deliverability issue by triggering spam filters and irritating subscribers. Broadening segmentation criteria may not help if the content is not relevant or engaging for the audience.

NEW QUESTION: 48

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

Answer: (SHOW ANSWER)

NEW QUESTION: 49

Which send process can use Sender Profiles? (Choose 3)

- A. Simple Automated Sends
- B. Guided Sends
- C. User-Initiated Sends
- D. Test Sends
- E. Triggered Sends

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

Explanation

Definitions

Triggered Send Definition - A triggered email is a message that Marketing Cloud sends to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after a customer makes a purchase is a triggered email.

User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program.

A user-defined email message interaction occurs when you manually start the send, while a triggered message interaction occurs in response to an action or API call. To put it in simpler words (TL/DR):

Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message.

Usually used for Transactional messages (receipt, shipping, etc) and inside of Journeys.

User Initiated Send - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution or to allow for repeatable scheduling inside of an Automation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION: 50

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

- A. Audience Builder
- B. Query Activity
- C. Guided Send
- D. Drag and Drop Segmentation

Answer: D (LEAVE A REPLY)

NEW QUESTION: 51

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, every time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Builder

Answer: C (LEAVE A REPLY)

Journey Builder is the tool that allows marketers to create and manage customer journeys across multiple channels and touchpoints. Journey Builder can also perform A/B testing and random splits to test different versions of messages and paths. [Source: Trailhead]

NEW QUESTION: 52

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

Answer: B (LEAVE A REPLY)

When a template is updated, the changes are not automatically applied to emails that were created before the update. To reflect the new changes, the 'Update Email Now' action needs to be applied to each email created from the template. This ensures that the content and style in the emails are consistent with the updated template. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 53

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that triggers an email to be sent based on a user Initiated Email definition
- D. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder

Answer: (SHOW ANSWER)

NEW QUESTION: 54

NTO has planned cross channel marketing efforts based on how subscribers respond to the email and when they last purchased, NTO is evaluating both Automation Studio and Journey

builder for its campaign and are learning towards journey builder due to available activity
Which three standard canvas activates are available in journeybuilder, chose three answers

- A. SQL query activity
- B. send SMS
- C. wait until decision split
- D. post to Facebook

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 55

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

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: ([SHOW ANSWER](#))

Path Optimizer is a tool that allows marketers to test various paths within a journey based on parameters and assess the effectiveness of each path. Path Optimizer can also automatically select the best performing path and send all contacts through it. [Source: Trailhead]

NEW QUESTION: 57

A new data extension name orders contains order data one row is recorded for each customer's order, customer can place multiple orders, the order data extension relates to other data extension and contains the following field.

- A. Instruction: an option alphanumeric string that contain customer delivery note
- B. Customer id: a numeric customer identification no,
- C. Orderdate: the system date and time for the order

D. Order no:a unique alpha numeric order no,

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

NEW QUESTION: 58

Where can a filtered data extension be manually refreshed? Select 2

- A. Data Extension details page
- B. User-initiated send definition
- C. Data Extension folder listing
- D. Send Email wizard

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 60

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](#))

To ensure that the most up-to-date content is included in each email, Northern Trail Outfitters should use a Reference Content Block. This type of content block allows you to create content once and reuse it across multiple emails. By referencing the content block in different emails, any updates made to the content block will automatically reflect in all emails that use it. This ensures consistency and timeliness of the content, which is especially useful for special events and content that change throughout the year.

NEW QUESTION: 61

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Use contrasting colors
- B. Build image-based emails.

C. Minimize whitespace

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: 62

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

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: 63

A marketing team has enabled Approvals in the Classic Editor to prevent sending of emails that have NOT been reviewed by members of their team. When setting up a deployment to a test List, the marketer notices her email is NOT available for selection. In which three send processes should an email have an "Approved" status prior to send? Choose 3 answers

- A. Triggered Sends
- B. Send Previews
- C. A/B Tests

- D. Test Sends
- E. Scheduled Sends

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

NEW QUESTION: 64

A marketer is building a highly personalized email which is sent daily to one million subscribers. The data needed for the email is located in several data extensions. What feature should the marketer use to merge the data into a single data extension to improve sending?

- A. SQL Query Activity
- B. File Trigger
- C. Profile Management
- D. Data Filter

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

NEW QUESTION: 65

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: ([SHOW ANSWER](#))

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

NEW QUESTION: 66

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from NTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Use the complaint exclusion list on future sends.
- B. Add the subscriber to the auto-suppression list.
- C. Delete the subscriber from All Subscribers

Answer: B (LEAVE A REPLY)

Explanation

The auto-suppression list is a list of subscribers who should not receive any commercial messages from your account. You can add subscribers to this list manually or automatically based on certain criteria, such as spam complaints. This will prevent the subscriber from receiving further commercial messages from your account.

NEW QUESTION: 67

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 68

Why should a Marketer ensure that field lengths are accurate when creating a data extension? Choose 2 answers

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 69

Northern Trail Outfitters has created a dynamic content block that displays content based on a subscriber's gear preference. There are three possible combinations in addition to receiving the default content.

How should they test that the content is displaying as intended?

- A. Cycle through each subscriber's gear preference on the Preview and Test tab and send individual test emails.
- B. Create a test list with all possible content variations and send test emails to that list.
- C. Create an automation with a send activity that deploys test emails to a test data extension.

D. Create a test data extension with all possible content variations and send a test email to that data extension.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 70

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 71

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- A. Physical Mailing Address
- B. A link to the sender's website
- C. A way to Unsubscribe
- D. Any Mailing Address

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 72

NTO is looking at using Journey Builder rather than Automation Studio to send emails.

What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to set criteria to segment contacts based on behavior using SQL
- B. The ability to extract data from an Audience data extension for analysis
- C. The ability to set goals and have the system listen to see if users met the goal
- D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- E. The ability to update or create Salesforce CRM objects or records

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

Reference:

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION: 73

A marketing manager identified an upcoming email campaign for their team to test different subject voices.

They want to first test with a pilot group and then send the warning subject line out to the remaining customers.

Who should path optimizer be configured to handle these requirements?

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

Answer: (SHOW ANSWER)

Explanation

To test different subject lines with a pilot group and then send the winning subject line out to the remaining customers, you should place a random split before path optimizer for the pilot group. This will allow you to divide your audience into two groups: one for testing and one for holding back. Then, you can use path optimizer to test up to 10 subject lines with the testing group and select the winner based on open rate or click rate. Finally, you can send the winning subject line to the holdback group.

NEW QUESTION: 74

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.

Which text should be used for the call-to-action button to drive the most engagement?

- A. Download now
- B. Download out new mobile app here
- C. Out new mobile app

Answer: A (LEAVE A REPLY)

The best text for a call-to-action button is clear, concise, and compelling. Option A provides the most information about what the user will get by clicking the button, while also creating a sense of urgency and value. Option B is too vague and does not specify what the user will download, and option C is not a call-to-action at all, but rather a statement.

NEW QUESTION: 75

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Tracking tab in Journey Builder
- B. Overview tab in email Studio
- C. Pending tab in Content Builder

Answer: B (LEAVE A REPLY)

To cancel the send after it was scheduled, you should navigate to the overview tab in email studio. There, you can see all your scheduled sends and cancel them if needed. You can also edit or reschedule your sends from this tab.

NEW QUESTION: 76

NTO is looking at using Journey Builder rather than Automation Studio to send emails.

What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to set criteria to segment contacts based on behavior using SQL
- B. The ability to extract data from an Audience data extension for analysis
- C. The ability to set goals and have the system listen to see if users met the goal
- D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- E. The ability to update or create Salesforce CRM objects or records

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

Explanation

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

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

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 78

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.

Which feature allows NTO to easily target this segment?

- A. List Detective
- B. Smart Capture
- C. Filtered Group
- D. Publication List

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

Explanation

NEW QUESTION: 79

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals?

Choose 2 answers

- A. Subject Line
- B. Send Count
- C. Hyperlinks
- D. From Name

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

NEW QUESTION: 80

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? (Choose three.)

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

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 81

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- A. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.
- B. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
- C. create a test data extension composed of the management team and test send to the test data extension
- D. find each individual with subscriber preview and test send to each individual recipient

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.

How should the scheduled automation be configured to achieve this?

- A. Data Extract Activity > SQL Query Activity > File Transfer Activity
- B. SQL Query Activity > Data Extract Activity > File Transfer Activity
- C. Filter Activity > File Transfer Activity > Data Extract Activity
- D. Filter Activity > SQL Query Activity > File Transfer Activity

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

NEW QUESTION: 83

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech" How can this process be automated?

- A. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- B. Add the Pref1-Tech Data Filter to an Automation
- C. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- D. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

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

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

Explanation

If you import an encrypted file of subscriber data, you need to configure Field-Level Encryption in the import file activity. This allows you to specify which fields are encrypted and how to decrypt them. The Manage Files in File Transfer activity is used to move files from one location to another, not to import them. The character encoding setting is used 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: 85

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Goals
- B. Decision Splits
- C. Exits

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

NEW QUESTION: 86

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

- A. DoNotTrack preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

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

When troubleshooting why an email was not sent to a portion of the audience, it's important to consider several factors beyond unsubscribes or held statuses. Bounced contacts from previous sends could be a significant reason why emails are not delivered. Bounces occur when an email cannot be delivered to an email address, which could be due to various reasons like an invalid email address or the recipient's mailbox being full.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION: 87

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems.

To remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Create an automation triggered on unsubscribes from the other system.
- B. Create a suppression workflow for the unsubscribed accounts.
- C. Import unsubscribes with the appropriate status into All Subscribers.
- D. Import unsubscribes into a data extension, then update status with a query.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 88

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 89

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. Profile Center Unsubscribe
- B. List-Unsubscribe header
- C. Universal Unsubscribe

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

NEW QUESTION: 90

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake.

The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Answer: ([SHOW ANSWER](#))

When a subscriber submits a form on a third-party vendor's web page, Salesforce Marketing Cloud provides a way to enter that subscriber into a journey through the API Event Entry Source. This entry source allows external systems to trigger a journey by making an API call to Marketing Cloud. The API Event is designed to accept data from external sources and initiate the journey, ensuring immediate response to the form submission.

References:

* Salesforce Marketing Cloud Documentation on API Event Entry Source

NEW QUESTION: 91

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming

lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which two tools could be used to segment the data? (Choose two.)

- A. Filters
- B. SQL Query Activity
- C. Send Definition
- D. Data Extract Activity

Answer: A,B (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: 92

When using a mobile-optimized template, what causes the mobile layout to display?

- A. The screen size of the device that is used to view the email
- B. The specific device that is used to view the email
- C. A subscriber attribute that dictates a mobile layout preference
- D. The email client detection tracking pixel

Answer: (SHOW ANSWER)

NEW QUESTION: 93

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers?

Choose 3 answers

- A. Set expectations on send frequency and schedule.
- B. Use explicit opt-in for any new web sign-ups.
- C. Ask for detailed demographic information.
- D. Automatically opt-in all new customers.

E. Tell customers why they want to receive NTO emails.

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

NEW QUESTION: 94

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Send Preview
- B. User-Initiated
- C. Guided Send
- D. Test Send

Answer: B (LEAVE A REPLY)

NEW QUESTION: 95

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCBD40AB3BF70D5D correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Filtered Group
- B. Filter Activity
- C. Data Filter
- D. SQL Query Activity

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 96

A marketer is completing a Send Preview based on a pre-deployment checklist. What task is validated during the Send Preview?

- A. Confirm that each content area specified in the dynamic content rules exists.
- B. Ensure subscriber status at the time of send is Subscribed or Bounced.
- C. Identify phrases like "click here" or "Free!" that could be marked as spam.
- D. Ensure subscribers have not unsubscribed or are undeliverable.

Answer: A (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 97

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension.

How should this new audience be created?

- A. Populate a data extension using an SQL Query Activity in Automation Studio.
- B. Create a Filter Activity in Automation Studio to combine the two data extensions.

- C. Export both data extensions and import into a new data extension.
- D. Build a Group based on a Data Filter to combine the two data extensions.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 98

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.

What should they use to determine the number of matching records in the least amount of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

Answer: A (LEAVE A REPLY)

NEW QUESTION: 99

NTO has the list of platinum members containing 50 thousand subscribers, and a lifetime member list, containing 20 thousand subscribers, 7 thousand subscribers in the lifetime member list also exist in the platinum member list, an email is being deployed to the platinum member but marketing team would now like to send the same email to the lifetime member list what feature should be use when sending the 2nd email to ensure that the 7 thousand subscribers that exist on both list don't receive the same mail twice

- A. separation list
- B. exclusion script
- C. exclusion list
- D. domain exclusion list

Answer: C (LEAVE A REPLY)

NEW QUESTION: 100

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. Use Email Address as Subscriber Key.
- B. Select 'Deduplicate by Email' checkbox.
- C. Mark the field as the Primary Key.

Answer: C (LEAVE A REPLY)

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

NEW QUESTION: 101

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%%

A. Option C

B. Option A

C. Option B

Answer: C (LEAVE A REPLY)

NEW QUESTION: 102

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level.

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

A. Publication Lists

B. List Unsubscribes

C. Journey Builder Sends

Answer: A (LEAVE A REPLY)

Explanation

Publication lists are used to manage subscriber preferences at the communication theme level. They allow subscribers to opt in or out of different types of messages, such as newsletters, promotions, or events. List unsubscribes and journey builder sends are not related to communication themes.

NEW QUESTION: 103

When building content for an email, what would a marketer consider in the Call to Action?

(Choose 2)

A. A call to action should be direct and action-oriented

B. A call to action can be text or an image based button

C. A call to action below the fold performs best

D. Text buttons receive more clicks than graphics

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 104

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers. What feature would allow for easy segmentation?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 105

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within the content slot?

- A. Under user permissions, select limited template access.
- B. Configure Content Blocks to only be usable within approved templates.
- C. Configure restrictions within a Content Area for approval block types

Answer: C (LEAVE A REPLY)

To ensure that the content within email templates adheres to branding guidelines, you can configure restrictions within a Content Area to limit the types of content blocks that can be used. This ensures that only approved types of content are used in the email, maintaining consistency with branding guidelines.

NEW QUESTION: 106

A 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. Data Extract Activity
- B. Filter Activity
- C. Journey Builder
- D. Automation Studio

Answer: D (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

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.

What tools should be used to accomplish this?

- A. Journey Builder Import Activity Entry Source
- B. Automation Studio Schedule Starting Source
- C. Journey Builder Fire Event Entry Source
- D. Automation Studio File Drop Starting Source

Answer: D (LEAVE A REPLY)

NEW QUESTION: 108

Northern Trail Outfitters (NTO) plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign data extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPscript to reference data in a second, non-sendable data extension named Loyalty Member.

Which field on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

- A. Loyalty Member ID
- B. Email Address
- C. Loyalty Member Status
- D. Full Name

Answer: (SHOW ANSWER)

Explanation/Reference:

NEW QUESTION: 109

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)

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.

NEW QUESTION: 110

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends.

Which tool should supply insights into the tone of subject lines?

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

Answer: C (LEAVE A REPLY)

Explanation

Einstein Copy Insights is the tool that should supply insights into the tone of subject lines. Einstein Copy Insights is a feature that uses natural language processing and machine learning to analyze your subject lines and provide suggestions for improvement. It also shows you the tone of your subject lines, such as positive, negative, neutral, or mixed, and how it affects your engagement metrics, such as open rate, click rate, etc.

Einstein Recommendations is a feature that uses artificial intelligence to provide personalized product or content recommendations for your subscribers based on their behavior and preferences. Einstein Messaging Insights is a feature that uses predictive intelligence to identify issues or opportunities with your email campaigns based on performance trends and anomalies.

NEW QUESTION: 111

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**)