

[Q68-Q92 Updated Mar-2024 Test Engine to Practice Test for Marketing-Cloud-Email-Specialist Exam Questions and Answers!]

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Salesforce Certified Marketing Cloud Email Specialist Certification Sample Questions and Practice Exam

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for those who want to validate their knowledge and skills in Salesforce Marketing Cloud Email. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for email marketing experts, marketing managers, and marketing automation specialists who want to prove their competency in email marketing automation and deliverability. Salesforce Certified Marketing Cloud Email Specialist certification is designed to help individuals demonstrate their expertise in the Marketing Cloud Email application and improve their career prospects.

Q68. NTO would like to create a landing page that displays subscribers information pass to it from

email link on the page, This page contains a smart capture form, NTO would like to require

email address and reply date and response for subscriber's completing the form, how should

NTO will set the data extension

- * create a data extension with email address, reply date and response fields as non-null able
- * create a data extension with email address reply date and response fields as null able
- * create the data extension with email address as the primary key and reply date and response fields as nullable
- * create a data extension with email address as non-nullable and reply date and response fields as nullable

Q69. Northern Trail Outfitters's analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?

- * Google Analytics Integration
- * Tracking Extracts
- * Report Snapshots

Explanation

Tracking Extracts are a type of data extract activity that allows marketers to export tracking data from Marketing Cloud to an external system, such as a dashboard or a data warehouse. Tracking Extracts can be configured to include various types of tracking data, such as email sends, opens, clicks, bounces, unsubscribes, etc. Tracking Extracts can be combined with a File Transfer activity and an Automation Studio workflow to transfer the extracted file to the desired location on a daily basis.

Q70. Northern Trail Outfitters wants to test five different welcome email paths in Journey Builder. After seven days, they want to send all new journey entrants along the path with the greatest click-through rate. How could these criteria be met?

- * Use Path Optimizer, select Click Rate as the winner evaluation, and select 7 days as the engagement monitor
- * Use Engagement Split, select Clicks on the Message Metrics, and add a Wait By Duration of 7 days
- * Use Random Split, create 5 Paths with equal distribution, add an Email and Wait By Duration of 7 days
- * Use Decision Split, select Journey Data for the path criteria, and revisit the journey 7 days after activating

Q71. 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?

- * Enhanced Dynamic Content Blocks
- * AMPscript Search Functions
- * Personalization Strings

Q72. What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

- * Ensure all subscribers have given you permission
- * Subject line recognition
- * Address Book Strategy; add address book tool to your emails.
- * Add how the subscriber subscribed to your email
- * Identify the message as an advertisement

Q73. Which feature can segment on behavioural data?

- * Data Extension
- * Data Filter
- * Import Activity
- * Tracking

Q74. A marketer wants to send the same email with the same send properties in several automations.

Which activity should be created within Automation Studio?

- * Triggered Send
- * Send Email
- * Automated Send
- * Template Send

Q75. What does the validate tool check for? (Check all that apply)

- * The presence of an unsubscribe link
- * Invalid email address
- * A physical mailing address
- * Correct syntax for attributes
- * That each content area specified in the dynamic content rule exists

Q76. What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- * Any Mailing Address
- * Physical Mailing Address
- * A way to Unsubscribe
- * A link to the sender's website

Q77. Which combination of audiences can be selected in the recipient section for a specific Send?

- * Lists and Audiences
- * Contacts or Audiences
- * Lists or Data Extensions
- * Lists and Data Extensions

Q78. 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?

- * Import File Activity > Send Email
- * Import File Activity > File Transfer Activity > Send Email
- * File Transfer Activity > Send Email
- * File Transfer Activity > Import File Activity > Send Email

Q79. A marketer wants to send the same email with the same send properties in several automation. Which activity should be

created within Automation studio?

- * Triggered send
- * Template send
- * Automated send
- * Send email

Q80. Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- * Use the Update Contact a:
- * A Utilize exit criteria for the journey.
- * Ensure the Contact entry mode is No re-entry

Explanation

Utilizing exit criteria for the journey is a way to simplify the journey that has a decision split prior to every email send to remove certain subscribers from the journey. Exit criteria can define when contacts should exit the journey based on specific conditions, such as unsubscribing or making a purchase. This will eliminate the need for multiple decision splits on the journey canvas. [Source: Trailhead]

Q81. Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

- * Email all unsubscribed customers asking for them to opt into email again
- * Purchase subscriber lists from a reputable data company
- * Ask customers to opt-in at time of purchase online by creating an account
- * Ask customers to text their email address to a short code to opt-in
- * Create a Facebook lead capturing form to gain opt-ins

Q82. When sending to data extensions what is the default publication list?

- * All Subscriber List
- * Group List
- * Publication List
- * All of the above

Q83. A Marketer developed an email with personalized content based on 5 geographical regions;

Northwest – Static Image; Southwest – Image carousel

Central – No content; Northeast – Static image; Southwest – Coupon;

How many dynamic content rules need to be created to accomplish this?

- * 3
- * 6
- * 4
- * 5

Q84. Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

- * Email all unsubscribed customers asking for them to opt into email again
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- * Create a Facebook lead capturing form to gain opt-ins

Q85. What is triggered automation?

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

Q86. A customer wants to grow the no. of subscriber in the account, which two method should the customer employ to acquire the subscribers. Choose 2 answers.

- * Add a signup page from the homepage
- * create a SMS campaign to customer to sign up for email
- * target unsubscribed customers
- * Use a list of emails address purchased from online vendors.

Q87. What is a capability of a data relationship?

- * Join three or more data extensions together to create a filtered data extension
- * Join a list and a data extension to filter the combined data
- * Join data extensions together to create one combined data extension
- * Join data extensions to filter or segment the fields from data extensions

Q88. 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 email approval has been withdrawn.

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

- * The Send is paused until approved again.
- * The send is canceled when the approval is withdrawn.
- * The originally approved version of the email will send.

Q89. A file is received daily from the data provided to the account FTP this file is to be imported into the marketing clouds as soon as it arrives, the arrival time of these files varies by several hours from day to day what tool should be used to accomplish this.

- * journey builder file

- * journey builder import activity
- * automation studio scheduled automation
- * automation studio file drop automation

Q90. Using measures, what data can a marketer use to segment an audience?

- * Geographical Data
- * First Name Attributes
- * Gender Data
- * Open Data

Q91. NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

- * Local folder structure
- * Search field
- * Content Type filter
- * Email Type
- * Tags filter

<https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/>

Q92. What is a purpose of marking an attribute as hidden?

- * The attribute is not available for CAN-SPAM compliance
- * The attribute is not available to store data
- * The attribute is not available to other users in the account
- * The attribute is not available to subscribers on the Profile Center

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