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NEW QUESTION: 1

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A.** Create an API-driven process to put the data directly into the data extension when any data is changed.
- B.** Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- C.** Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- D.** Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 2

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 update or create Salesforce CRM objects or records
- C.** The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests

- D. The ability to set goals and have the system listen to see if users met the goal
- E. The ability to extract data from an Audience data extension for analysis

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

NEW QUESTION: 3

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.
- B. Use a substitution string to populate a subscriber's name in the subject line.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Use a substitution string to populate a photo of the subscriber in the header of the email.

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

NEW QUESTION: 4

Northern trail outfitters would like to send shipping email notifications to members, shipping fulfillment data is included in a file which is moved at frequent intervals to folder on NTO's Enhanced FTP Account.

Which Solution can be used to achieve this?

- A. File Drop automation in Automation Studio
- B. Triggered Email in Email Studio
- C. Import Activity
- D. File Drop Event in journey Builder

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 5

A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

- A. ensure subscriber status at the time of send subscribe or bounced.
- B. Identify phrases like click here or free that could be marked as spam
- C. ensure subscriber have not subscribed or are undeliverable.
- D. confirm that each content area specified in the dynamic content rules existed.

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

NEW QUESTION: 6

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 7

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 8

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

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

D. create a dataextension with email address as non-nullable and reply date and response fields as nullable

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

NEW QUESTION: 9

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. Pivot table in Datorama Reports
- C. Email Performance Over Time Report

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

NEW QUESTION: 10

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spikes. The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use to achieve this?

- A. Send Throttling
- B. Triggered Send
- C. Send Email Activity
- D. Send Flow

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

NEW QUESTION: 11

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

- A. A new send classification for holiday promotions
- B. A From Name for each store location
- C. A dynamic From Name that pulls in the store location
- D. A new delivery profile that pulls in store location in the footer

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

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 2 answers

- A. Add "Hero_CTA" to the Tracking Alias field for each link.
- B. Include Hero_CTA1 In the filename for each Hero Image.
- C. Include "Hero_CTA" in the Link Tooltip field for each link.
- D. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 13

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

- A. Include Measures within a Filter
- B. Email Comparison Report
- C. Email Send Report
- D. Compare Email Sends on the Tracking page

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

Explanation

NEW QUESTION: 14

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. Journey Builder and Behavioral Triggers
- C. Automation Studio and Path Optimizer

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

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

NEW QUESTION: 16

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

Answer: A,D (LEAVE A REPLY)

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NEW QUESTION: 17

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over lists?

Choose 3 answers

- A. Journey Builder will be used.
- B. Flexible data storage is needed.
- C. They have fewer than 250,000 subscribers.
- D. They are storing product and store data.
- E. They have fewer than 15 data points.

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

NEW QUESTION: 18

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)

NEW QUESTION: 19

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

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

NEW QUESTION: 20

Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Track Email Opens
- C. Stored Content Boxes
- D. Physical Mailing Address

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 21

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. Remove them from the list
- C. Send emails more frequently
- D. Send emails less frequently

Answer: C (LEAVE A REPLY)

NEW QUESTION: 22

A marketer needs to test personalized content in an email prior to sending. How can the marketer easily minimize the possibility of someone unsubscribing during the testing process?

- A. Deselect the option to Enable System Generated Links in the Test Send.
- B. Send to a Test Data Extension via the Send Flow.
- C. Create a version of the email that does not include the unsubscribe link.
- D. Send the marketing team a link to the Subscriber Preview of the email.

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

NEW QUESTION: 23

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. AMPscript Search Functions
- C. Personalization Strings

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

NEW QUESTION: 24

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area

a. This content will have one image, with text below it.

How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create a Free Form content block.
- B. Create an HTML content block.
- C. Create a Text content block.
- D. Create an Image content block.

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

NEW QUESTION: 25

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

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. Data Filter

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

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

NEW QUESTION: 27

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](#))

NEW QUESTION: 28

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

Which variable can be tested using the A/B testing tool? (Choose 3)

- A. Email content
- B. Pre-header
- C. From Name
- D. ISP
- E. IP Address

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

NEW QUESTION: 30

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

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

NEW QUESTION: 31

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would be used to specify which IP address is used for retail vs. corporate?

- A. Sender Profile
- B. Send Classification
- C. Delivery Profile
- D. Send Definition

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

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NEW QUESTION: 32

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

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

NEW QUESTION: 33

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP. Which automation configuration should be used to achieve this?

- A. File Drop Automation > SQL Query Activity > File Transfer Activity

- B. Scheduled Automation > Data Extract Activity > File Transfer Activity
- C. File Drop Automation > Data Extract Activity > File Transfer Activity
- D. Scheduled Automation > SQL Query Activity > File Transfer Activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 34

An account will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension?

Choose 2 answers

- A. Relate the Email Address to Subscriber Key
- B. In Properties, check the "Is Sendable" option
- C. Set the column with Subscriber Key as Primary Key
- D. Set the Email address column as Primary Key

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 35

Northern Trail Outfitters (NTO) has rolled out changes to OTS CTA button color.

Where should NTO be able to see if there has been a lift in overall likelihood to click?

- A. Einstein Messaging Insights
- B. Einstein Engagement Scoring
- C. Einstein Engagement Frequency

Answer: (SHOW ANSWER)

NEW QUESTION: 36

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- B. When a subscriber unsubscribes from all emails sent from an account
- C. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- D. When a subscriber unsubscribes from a list in the Subscription Center

Answer: B (LEAVE A REPLY)

NEW QUESTION: 37

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 content slot?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 38

NTO wants to ensure a good user experience when subscribers reach their emails, what best practice should the NTO employ

- A. Increase DPI and the file size for the images display
- B. Use one file type for all images in the email
- C. Keep total weight in 800 kb or lower.
- D. Rely on image only emails to the engage subscribers

Answer: C (LEAVE A REPLY)

NEW QUESTION: 39

What are Data Filters in the Marketing Cloud and how are they used? (Choose 4)

- A. They are only used in the Data Extension Model
- B. They are only used in the List Data Model
- C. They allow for more complex segmentation of subscribers.
- D. They are similar to rule based group wizard approach to create segmentation rules.
- E. They use measures to look at behavioral data of subscribers
- F. Can be used in both data models (Lists and Data Extensions)

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

NEW QUESTION: 40

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 41

NTO wants to import a file with column names that do not match the field into a data extension what steps is needed to align the file data to the field names in the data extension

- A. select the delimiting characters
- B. name the new import definition
- C. Choose the appropriate data format
- D. Map the attributes in the file

Answer: D (LEAVE A REPLY)

NEW QUESTION: 42

NTO has a small catalogue of items featured in company emails, the NTO marketing team

managers, what images popping suggested items and call to action are used with each item in this catalogue within a database this data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTOsftp, a proof email is being send to business stake holders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date

- A. create a schedule automation that runsevery 15 min to import the file multiple times a day.
- B. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- C. create and AP drivento put the data directly into data extension when any data is changed.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 43

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 3 answers

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

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

NEW QUESTION: 44

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

- A. Use an infographic email template.
- B. Limit the email text to 250 words.
- C. Personalize the email content.
- D. Send to the entire subscriber base.

Answer: (SHOW ANSWER)

NEW QUESTION: 45

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data exists in that field for a subscriber when using a personalization string to display the First_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

- A. Make "Valued Customer" the Default Value for the First_Name field
- B. Mark First_Name as the Primary Key
- C. Fill in the source data with "Valued Customer" for each blank First_Name field
- D. Ensure the Nullable box is not checked for the First_Name field

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 47

A marketing manager wants to provide unique content to each customer in an upcoming email campaign.

Which three features could be used to create individualized content in the email? Choose 3 answers

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

E. Specialized content

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

NEW QUESTION: 48

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 49

Each time Northern Trail Outfitters sends their monthly promotional email, the volume of support calls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should be used?

- A. Send Throttling
- B. Triggered Send
- C. Send Flow
- D. Send Email Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 50

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

- A. Gender Data
- B. Geographical Data
- C. Open Data
- D. First Name Attributes

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 51

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: 52

A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. They would like to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

- A. Automation Studio and Journey Builder
- B. Email Studio and Audience Builder
- C. Automation Studio and Content Builder
- D. Journey Builder and Email Studio

Answer: D (LEAVE A REPLY)

NEW QUESTION: 53

NTO would like to create a landing page that displays subscribers' information passed to it from an 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 subscribers completing the form. How should NTO set the data extension?

- A. create the data extension with email address as the primary key and reply date and response fields as nullable
- B. create a data extension with email address as non-nullable and reply date and response fields as nullable
- C. create a data extension with email address, reply date and response fields as nullable
- D. create a data extension with email address, reply date and response fields as non-nullable

Answer: (SHOW ANSWER)

NEW QUESTION: 54

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. Test Send
- C. Guided Send
- D. User Initiated Email

Answer: A (LEAVE A REPLY)

NEW QUESTION: 55

A new data extension named "Orders" contains order data. One row is recorded for each customer's order.

Customers can place multiple orders. The Orders data extension relates to other data extensions and 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.

What statement accurately reflects the configuration of the Orders data extension?

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

Answer: C (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 56

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. feel good lifestyle imaginary featuring attractive people.
- C. personalized imaginary infused by subscriber's preference.
- D. images of products that the customers has previously purchased.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 57

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 in All Subscribers as a Send

Relationship. What is a true statement about the email send behavior for any subscriber who currently does NOT exist in All Subscribers? (Choose 2)

- A. The email address and Subscriber Key will be added to All Subscribers
- B. The email send will fail
- C. The Primary Key and demographic data will be added to All Subscribers
- D. The subscriber will be added to All Subscribers with a status of Active

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

NEW QUESTION: 58

A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?

- A. Update the link using AMPscript
- B. Change the URL Expiration in Email Administration
- C. Change the link in Job Links under Tracking
- D. Resend the email with the correct link

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

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

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

NEW QUESTION: 60

What happens if you do not deal with bounce rates of 20% or greater?

- A. Your ISP reputation will be impacted.
- B. Nothing
- C. Your ISP will suspend your next send.
- D. The next time you send an email the offending emails will be dropped from the list.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 61

How can AMPscript customize email messages?

- A. Provide advanced content personalization
- B. Automate the template creation process.

- C. Insert responsive content based on the user's viewing device.
- D. Automate the flow of creating email messages.

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 62

What happens when subscribers click the default "One-Click Unsubscribe" in an email sent to a "Public" List?

(Choose 3)

- A. They can resubscribe from the Subscription Center
- B. They will be unsubscribed from the List used for the send
- C. They will be unsubscribed from all available lists
- D. They can choose to be unsubscribed from all lists in the Subscription Center
- E. They will be removed from the data extension

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

NEW QUESTION: 63

Northern Train Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

- A. Sender Profile
- B. Send Classification
- C. Send Definition
- D. Delivery Profile

Answer: B (LEAVE A REPLY)

NEW QUESTION: 64

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

- A. Click Through Rates

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

- A. Shared Publication Lists
- B. Shared Data Extensions
- C. Shared Emails
- D. Shared Portfolio Items

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

NEW QUESTION: 66

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

NEW QUESTION: 67

Consumers like email marketing because it lets brands communicate to them as individuals with real-time offers that they want to receive. Identify the elements that make an email message effective. (Choose 4)

- A. Optimize for Mobile
- B. Send e-mail often to your customers
- C. Include your physical mailing address.
- D. Personalize email whenever possible
- E. Data should always be relevant
- F. Sharing isn't just for social networks

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

NEW QUESTION: 68

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a database this data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTOsftp, a proof email is being send to

business stake holders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date

A. create a schedule automation that runsevery 15 min to import the file multiple times a day.

B. create and AP drivento put the data directly into data extension when any data is changed.

C. create a file drop automation to import the files when placed on the specific directory on the
.... FTP.

D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 69

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

A. Triggered Email

B. Send Flow

C. User-Initiated Email

D. Test Send

Answer: A (LEAVE A REPLY)

NEW QUESTION: 70

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. Use Journey Builder to build an audience using Ad Studio.

B. Leverage Social Studio to capture email addresses.

C. Create CloudPages to collect and subscribe users,

Answer: B (LEAVE A REPLY)

NEW QUESTION: 71

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. Filter Activity > File Transfer Activity > Data Extract Activity

B. SQL Query Activity > Data Extract Activity > File Transfer Activity

C. Filter Activity > SQL Query Activity > File Transfer Activity

D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Answer: B (LEAVE A REPLY)

NEW QUESTION: 72

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

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

NEW QUESTION: 73

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 74

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

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

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

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

NEW QUESTION: 75

Where do you click Connect Campaign to associate a campaign with a journey?

- A. The Campaign Messages component on the campaign record
- B. Email Studio
- C. Journey Builder

D. The Campaign Messages component on the Lead or Contact record

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 76

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript.

Which statement best describes how AMPscript can be used to customize email messages?

- A. Automates the template creation process
- B. Automates the flow of creating email messages
- C. Provides advanced content personalization
- D. Inserts responsive content based on the user's viewing device

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

Explanation/Reference:

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NEW QUESTION: 77

Northern Trail outfitters wants information on the email performance of an abandoned cart journey.

Which Journey Builder resources provides data on all versions of a specific journey's cross-channel performance data?

- A. Journey History
- B. Analytics Dashboard
- C. Email Analytics Tile

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

NEW QUESTION: 78

A marketer is about to introduce content builder to the entire NTO marketing team, which three considerations should the marketing team keep in mind as the begin using the content builder. Choose three answers.

- A. Import duplicatecopies of content for different msg or groups

B. A new conventions and rules for useraccessing content builder establish a namingconvention optimize for search.

C. focus on creating an importing content for one primary channel

D. create a folder structure prior to importing asset

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

NEW QUESTION: 79

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. Import File

B. Fire Event

C. File Transfer

Answer: C (LEAVE A REPLY)

NEW QUESTION: 80

A data administrator is creating a new data extension to store product catalog dat

a. Character length limit is specified for each field.

What are two benefits of ensuring field lengths are accurate? (Choose two.)

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: A,D (LEAVE A REPLY)

NEW QUESTION: 81

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. Journey Performance by Email Dashboard

B. Email and Journey Overview Dashboard

C. Email Performance Dashboard

Answer: B (LEAVE A REPLY)

NEW QUESTION: 82

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 is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A.** Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- B.** Create a Test data extension composed of the management team and Test Send to the Test data extension.
- C.** 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.
- D.** 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.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 83

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: A,D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 84

A marketer developed an email with personalized content based on five geographic regions.

- * Northeast-Static image of a lighthouse
- * Southeast-Image carousel of beaches
- * Central-Has no content to display
- * Northwest-Static image of a waterfall
- * Southwest-Expiring coupon

How many Dynamic Content Rules need to be created to accomplish this?

- A.** 4
- B.** 5
- C.** 6
- D.** 3

Answer: (SHOW ANSWER)

NEW QUESTION: 85

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

NEW QUESTION: 86

Which statement regarding editing an email template is true? (Choose 2) *****

A. Changes to a template are automatically inherited in emails built from that template

B. Changes to a template cannot be made once it is saved in the application

C. A template does not automatically affect emails created from that template

D. Updating an email to reflect changes made in its template can be done in the email properties

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

NEW QUESTION: 87

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

* Commas

* Tabs

* Pipes

* Tilde

* Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

A. Pipe

B. Fixed widths

C. Comma

D. Tab

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 88

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?

A. 3

B. 5

C. 6

D. 4

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

NEW QUESTION: 89

A marketer is designing an email and wants to add extra messaging before the body of the email that will be displayed when an email client previews the message. What would the marketer use?

- A. Promotional Text
- B. Landing Page
- C. Subject Line
- D. Preheader

Answer: D (LEAVE A REPLY)

NEW QUESTION: 90

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 91

A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

- A. Help and Training Portal
- B. Help.exacttarget.com
- C. Code.exacttarget.com
- D. AppExchange

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 92

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email.

What tool can the marketer use to control default headers and footers on email sends?

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

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

NEW QUESTION: 93

NTO just launched new line of tents and send a targeted email campaign to introduce the products to its customer when in email studio can the marketer can see the performance summary of the recent email sent.

- A. send performance tab
- B. summary tab
- C. overview tab within tracking
- D. job links tab within tracking

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

NEW QUESTION: 94

Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.

In which two ways should NTO honor customers' preferences when creating emails?
(Choose two.)

- A. Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCDBD40AB3BF70D5D
- B. Send customers one email per preference choice to ensure customers receive what they want.
- C. Create emails to include all preference options so that customers don't miss any content.
- D. Create dynamic rules based on customers' preferences in order to send specific content.

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

NEW QUESTION: 95

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

NEW QUESTION: 96

Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions. NTO would like to send out a series of emails to educate and remind members to purchase the subscription before the trial ends.

What tool is an option for this scenario?

- A. Automation Studio
- B. Send Flow
- C. Content Builder
- D. Contact Builder

Answer: B (LEAVE A REPLY)

NEW QUESTION: 97

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Sender Authentication Package
- B. Einstein Engagement Frequency
- C. Send Throttling

Answer: C (LEAVE A REPLY)

NEW QUESTION: 98

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: 99

A marketer wants to create a responsive email that will render correctly across all email clients.

What tool could they use?

- A. GTL with tables
- B. AMPscript with grid-based layout
- C. Server Side JavaScript
- D. CSS3 media queries

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

NEW QUESTION: 100

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Create an in-store SMS campaign that offers a discount for opting in.
- B. Have customers opt in to email before they can shop online.
- C. Require customers to provide their email address when calling customer service.
- D. Ask for an email address when a customer makes a purchase in-store.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 101

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 102

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

- A. Text only
- B. Web Paste
- C. Template Based
- D. HTML Paste

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

NEW QUESTION: 103

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Shared Data Extensions folder
- B. In the Synchronized Data Extensions folder
- C. In the Data Extensions folder with sharing enabled

Answer: C (LEAVE A REPLY)

NEW QUESTION: 104

Which feature can segment on behavioural data?

- A. Data Filter
- B. Import Activity
- C. Tracking
- D. Data Extension

Answer: A (LEAVE A REPLY)

NEW QUESTION: 105

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 106

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 the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 107

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

Answer: (SHOW ANSWER)

NEW QUESTION: 108

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: A (LEAVE A REPLY)

Explanation

NEW QUESTION: 109

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

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

Explanation

NEW QUESTION: 110

Northern Trail Outfitters' (NTO) branding guidelines require heavy use of imagery on its website, apps, emails, ads, etc.

What are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible?

Choose 2 answers

- A. Use custom corporate font to match NTO brand.
- B. Make the email completely image based.
- C. Style alt text for when images do not display automatically.
- D. Add background colors that match branding.

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

NEW QUESTION: 111

A marketer at Northern Train Outfitters 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?

- A. Use explicit Opt-in for any new web Sign-ups.
- B. Set Expectation on send frequency and scheduled
- C. Automatically Opt-in all new customers.
- D. Ask for detailed demographic information
- E. The customers why they want to receive NTO emails

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

NEW QUESTION: 112

A marketer needs to import a text file and does not have access to the account's Enhanced SFTP site.

How should the data be imported?

- A. Data Extract Activity Interaction
- B. Import Activity Interaction
- C. Manual Data Filter Refresh
- D. Import Subscriber Wizard

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 113

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 Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 114

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Desktop-centric Design
- B. Static Design
- C. Mobile-aware Design
- D. Responsive Design

Answer: C (LEAVE A REPLY)

NEW QUESTION: 115

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

Answer: (SHOW ANSWER)

NEW QUESTION: 116

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

- A. Data Filters
- B. Measures

C. Query Activities

D. AMPscript

Answer: A (LEAVE A REPLY)

NEW QUESTION: 117

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

A. Subscriber ID

B. Send Relationship

C. Subscriber Key

D. Data Relationship

Answer: C (LEAVE A REPLY)

NEW QUESTION: 118

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. Import File

B. Fire Event

C. File Transfer

Answer: C (LEAVE A REPLY)

NEW QUESTION: 119

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3 answers

A. Establish a naming convention optimized for search.

B. Import duplicate copies of content for different messages or groups.

C. Review permissions and roles for users accessing Content Builder.

D. Create a folder structure prior to importing assets.

E. Focus on creating and importing content for one primary channel.

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

NEW QUESTION: 120

Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails. The data extension only needs to be updated when store information changes, such as when a new store opens or a store close.

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 file drop automation to initiate when the store's data extension is updated via import
- C. Create a scheduled automation to import the file on a recurring basis with store information
- D. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP

Answer: (SHOW ANSWER)

NEW QUESTION: 121

What is a media query and how is it used? (Choose 2)

- A. the CSS3 code detects the pixel size of the screen on which that email is opened
- B. defensive tactics like using HTML text rather than graphical text
- C. a responsive layout that uses a piece of CSS3 code.
- D. image blocking

Answer: A,C (LEAVE A REPLY)

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NEW QUESTION: 122

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Require customers to provide their email address when calling customer service.
- B. Ask for an email address when a customer makes a purchase in-store.
- C. Have customers opt in to email before they can shop online.
- D. Create an in-store SMS campaign that offers a discount for opting in.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 123

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. Automatically opt-in all new customers.
- B. Tell customers why they want to receive NTO emails.
- C. Ask for detailed demographic information.
- D. Use explicit opt-in for any new web sign-ups.
- E. Set expectations on send frequency and schedule.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 124

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

- A. Data Extract Activity
- B. Audience Builder
- C. Profile Attributes
- D. Drag and Drop Segmentation

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

NEW QUESTION: 125

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

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

NEW QUESTION: 126

An account has Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension? (Choose two.)

- A. Set the column with Subscriber Key as Primary Key
- B. Set the Email address column as Primary Key
- C. Relate the Email Address to Subscriber Key
- D. In Properties, check the "Is Sendable" option

Answer: A,D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 127

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. Automation Studio
- C. Journey Builder
- D. Filter Activity

Answer: B (LEAVE A REPLY)

NEW QUESTION: 128

What are the 4 steps to create dynamic content?

- A. Plan
- B. Preview
- C. Build Rules
- D. Execute
- E. Create
- F. Test Send

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

NEW QUESTION: 129

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. Full Name
- D. Loyalty Member Status

Answer: A (LEAVE A REPLY)

NEW QUESTION: 130

Which of the following is not a valid data type of list model?

- A. Decimal

- B. Text
- C. Date
- D. Numeric

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

NEW QUESTION: 131

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 132

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure the 'Optimize for Gmail' checkbox is selected.
- B. Ensure characters in the CSS tags are limited to 16kB.
- C. Ensure fallback content has been configured for Gmail.

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

NEW QUESTION: 133

A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension that contains all new subscribers from the previous week. What would the marketer create to automate the send and save time?

- A. A recurring Send Schedule via Guided Send
- B. A User initiated Email
- C. A Simple Send Email
- D. A Transactional Send Classification

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 134

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform. These files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance.

How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manager Settings

B. Import Activity Notification Settings

C. Automation Notification Settings

Answer: B (LEAVE A REPLY)

NEW QUESTION: 135

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

A. Add and Update

B. Append

C. Overwrite

Answer: C (LEAVE A REPLY)

NEW QUESTION: 136

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber data. Which two types of data can subscribers easily update via the default Profile Center? Choose 2 answers

A. List Attributes

B. Data Extension Fields

C. Email Address

D. Order History

Answer: A,C (LEAVE A REPLY)

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NEW QUESTION: 137

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out.

What can be inferred about this email?

A. The email is transactional and not required to contain an opt-out link.

B. The subscriber can reply with 'opt out' in the email body to be removed.

- C. The subscriber can mark the email to signify it is spam.
- D. The email is commercial and not required to contain an opt-out link.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 138

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

- A. Send Definition
- B. Send Classification
- C. Delivery Profile
- D. Sender Profile

Answer: C (LEAVE A REPLY)

NEW QUESTION: 139

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.

Which two best practices should NTO employ when sending email? (Choose two.)

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 140

Which is a fundamental component of coding responsive emails?

- A. SQL Queries
- B. Span Tags
- C. Anchor Tags
- D. CSS3 @media Queries

Answer: D (LEAVE A REPLY)

NEW QUESTION: 141

Northern Trail Outfitters' branding guidelines require heavy use of imagery on their website, apps, emails, ads, etc.

In which two ways could they optimize email design to honor branding guidelines and ensure subscribers are getting the best experience possible?

Choose 2 answers

- A. Style alt text for when images do not display automatically.
- B. Add background colors that match branding.
- C. Use custom corporate font to match their brand.
- D. Make the email completely image based.

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

NEW QUESTION: 142

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After

submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 143

Describe email design best practices. What are the 3 stages of interaction? (Choose 3)

- A. Body
- B. Landing Page
- C. Subject line
- D. Footer
- E. Envelope

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 144

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 145

When a customer sends to a data extension where are list level unsubscribers recorded?

Chose 2

- A. All subscribers List
- B. Publication List
- C. Group List

D. None of the above

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 146

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 147

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. Data filter
- B. Filter activity
- C. Filtered group
- D. SQL query activities

Answer: B (LEAVE A REPLY)

NEW QUESTION: 148

Northern Trail Outfitters (NTO) is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions. Which three considerations did the consultant take into account when recommending a data extension-based model over lists? (Choose three.)

- A. NTO will be using Journey Builder.
- B. NTO needs flexible data storage.
- C. NTO is storing product and store data.
- D. NTO has fewer than 15 data points.
- E. NTO has fewer than 250,000 subscribers.

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

NEW QUESTION: 149

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)

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

NEW QUESTION: 150

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 151

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

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

Answer: C,D (LEAVE A REPLY)

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NEW QUESTION: 152

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

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

NEW QUESTION: 153

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

- A. Subscribers who click on a specific link
- B. Performance data on the Overview tab
- C. Images showing how the email rendered on different devices
- D. Number of clicks from mobile devices

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 154

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

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 155

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

NEW QUESTION: 156

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 the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 157

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: (SHOW ANSWER)

Explanation

NEW QUESTION: 158

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

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

NEW QUESTION: 159

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

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

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

NEW QUESTION: 160

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. Data Retention Policy
- C. Contact Delete

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

NEW QUESTION: 161

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder?

(Choose three.)

- A. Establish a naming convention optimized for search.
- B. Create a folder structure prior to importing assets.
- C. Import duplicate copies of content for different messages or groups.
- D. Focus on creating and importing content for one primary channel.
- E. Review permissions and roles for users accessing Content Builder.

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 162

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A verification step In the send automation
- B. An approval process for sending
- C. A nightly automation with a filter activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 163

What is a best practice regarding the on boarding of new subscribers? Choose 2 answers

- A. The first welcome email does not need to include an unsubscribe link.
- B. The email content should be based on acquisition source and customer history.
- C. The first welcome email should be sent within four to seven days of signing up.
- D. The number of emails in a welcome series depends on the brand and the information new subscribers need to Know

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 164

A marketer develop an email with personalized content based on five geographic regions

- 1.Northeast: static image of light house
- 2. South east: image carousel of beaches
- 3.Central: has no content to display
- 4. Northwest: static image of waterfall
- 5.Southwest: expiry coupon

How many content rules need to be created to accomplish this

- A. 4
- B. 3
- C. 6
- D. 5

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

NEW QUESTION: 165

A marketer would like to improve open rate for a weekly email campaign which area of the email design should the marketer focus

- A. footer
- B. email body
- C. link content
- D. envelope content

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

NEW QUESTION: 166

To make a data extension sendable what must it contain. (Select Two)

- A. Subscriber Key
- B. Primary Key
- C. Link ToolTip
- D. Email Address

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 167

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Which two options are given when the subscriber clicks One-Click Unsubscribe, given that NTO is using the default subscription center? (Choose two.)

- A. Subscriber can choose to be removed from the data extension.
- B. Subscriber can choose to resubscribe to the list used for the send.
- C. Subscriber can choose which publications to unsubscribe from.
- D. Subscriber can choose to be unsubscribed from all NTO publications.

Answer: (SHOW ANSWER)

NEW QUESTION: 168

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- A. Create a user-initiated email to send to the list of subscribers.
- B. Select the "Preview" tab within the Classic Content tool.
- C. Using the Subscriber Preview tool, cycle through the list of subscribers.
- D. Use the Test Send tool to trigger copies of the email.

Answer: (SHOW ANSWER)

NEW QUESTION: 169

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

How should the data extension be configured?

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

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

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

NEW QUESTION: 170

Following a batch email send. Northern Trail Outfitters wants to update an email link's URL.

Which action should be recommended?

- A. Navigate to URL Expiration in Setup and update the URL.
- B. Navigate to the email in Content Builder and update the URL.
- C. Navigate to the Job Links tab In My Tracking and update the URL.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 171

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

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

NEW QUESTION: 172

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

- A. Create an SMS campaign allowing customers to sign up for email.
- B. Use a list of email addresses purchased from online vendors.
- C. Preselect email opt-in check boxes at online checkout.
- D. Add a "Sign Me Up" form to the homepage.

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

NEW QUESTION: 173

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. Link tooltips
- B. Stored Content Boxes
- C. Email Open Tracking

D. Physical Mailing address

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 174

Which feature can segment on behavioral data?

A. Data Filter

B. Tracking

C. Data Extension

D. Import Activity

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

NEW QUESTION: 175

A marketer wants to create an email that will look great on both a desktop computer and a mobile device.

However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

A. Standard template

B. Responsive Web template

C. Mobile-optimized template

D. Media template

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 176

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale."

What feature should be used to target these members?

A. SQL Query Activity

B. Email Send Report

C. Group Refresh

D. Engagement Split

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

NEW QUESTION: 177

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

A. Einstein Messaging Insight

B. Einstein Engagement Scoring

C. Einstein Engagement Frequency

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

NEW QUESTION: 178

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

Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 179

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)

- A. Error handling parameters
- B. Date range parameters
- C. Error report log location
- D. Report results file format
- E. Report results delivery location

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 180

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 three.)

- A. Tell customers why they want to receive NTO emails.
- B. Ask for detailed demographic information.
- C. Set expectations on send frequency and schedule.
- D. Use explicit opt-in for any new web sign-ups.
- E. Automatically opt-in all new customers.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 181

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. Use Email Address as Subscriber Key.
- C. Mark the data extension as Sendable.

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

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NEW QUESTION: 182

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 183

Northern Trail Outfitters (NTO) sent an email with a Conversion Tracking Link that links to a promotion page in the NTO website. How can the marketing team review conversions for a specific email send?

- A. View Conversions tab of the email send's tracking page
- B. Create a Query Activity using Conversions Data View
- C. Run a Conversion Report for this tracking link
- D. Select Conversion Data from the Tracking menu

Answer: A (LEAVE A REPLY)

NEW QUESTION: 184

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- A. Personalize email content
- B. Require that the subscriber refer a friend
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 185

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A.** Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- B.** Create an API-driven process to put the data directly into the data extension when any data is changed.
- C.** Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D.** Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 186

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 187

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 2 answers

- A.** Include "Hero_CTA" in the Link Tooltip field for each link.
- B.** Add "Hero_CTA" to the Tracking Alias field for each link.
- C.** Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- D.** Include Hero_CTA1 in the filename for each Hero Image.

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 188

What is a table within the application database that stores sendable subscriber data as well as relational data like purchases, inventory, rewards programme data?

- A. Data Table
- B. Data Extension
- C. Subscriber Table
- D. Data List
- E. List

Answer: B (LEAVE A REPLY)

NEW QUESTION: 189

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Use nested tags to create hierarchies.
- B. Make the Customer Key more descriptive.
- C. Leverage Einstein for content tagging.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 190

We are creating a custom html paste email within content builder, which 2 features can be inserted into the html code by using the insert code snippet tool. Choose 2 answers

- A. stored content box
- B. A tooltip
- C. physical mailing address
- D. track emails open

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 191

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." What are two methods to ensure click behavior on these images is tracked with this naming convention? Choose 2 answers

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

"Hero_CTA."

Answer: C (LEAVE A REPLY)

NEW QUESTION: 192

The IT 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. Select the IT users from the notification setting panel on the overview page in automation studio

C. Navigate to the automations activity tab and enter a common delimited list of IT staff in the run completion field

D. Add an email activity to the end of automation workflow and configure it to send to the subscribers list of it staff

Answer: B (LEAVE A REPLY)

NEW QUESTION: 193

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

A. Journey Builder using a Random Split with three branches.

B. A series of A/B tests to determine the number of emails.

C. Journey Builder using a Decision Split with three branches.

D. Automation Studio with three separate Welcome automations.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 194

A marketing associate wants to ensure that an email will be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

A. Send Preview

B. Email Validation

C. Link detective

D. Content detective

Answer: D (LEAVE A REPLY)

NEW QUESTION: 195

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. 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: (SHOW ANSWER)

NEW QUESTION: 196

According to the CANSPAM act you must honor email opt out requests promptly. When must you process an unsubscribe request, and how long must your unsubscribe mechanism be operational? (Choose 2)

- A. Your unsubscribe mechanism must be operational for at least 30 days.
- B. Your unsubscribe mechanism must be operational for at least 20 days.
- C. you must process an unsubscribe request within 10 days.
- D. You must process an unsubscribe request within 20 days.

Answer: A,C (LEAVE A REPLY)

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NEW QUESTION: 197

What can you test with A/B Testing?

- A. Content areas
- B. From Name
- C. Dates and Times sent out
- D. All of the above
- E. Email Message
- F. Subject Lines

Answer: (SHOW ANSWER)

NEW QUESTION: 198

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 199

Northern Trait Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.

Which automation configuration should be used to achieve this?

- A. File Drop Starting Source > Data Extract Activity > File Transfer Activity
- B. Schedule Starting Source > SQL Query Activity > File Transfer Activity
- C. File Drop Starting Source > SQL Query Activity > File Transfer Activity
- D. Schedule Starting Source > Data Extract Activity > File Transfer Activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 200

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 201

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: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 202

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 203

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Test multiple variations concurrently.
- B. Wait at least 24 hours before declaring a winner.
- C. Offer a special discount for opening the email.
- D. Use a large sample size.

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

NEW QUESTION: 204

Which is a benefit of Quick Send?

- A. Quickly send Salesforce emails to leads, contacts, or person accounts.
- B. Quickly approve Campaign Members for sending.
- C. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.

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

NEW QUESTION: 205

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

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

NEW QUESTION: 206

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

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

NEW QUESTION: 207

Use the Data Extension Model when (Select 4)

- A. You send global messages
- B. You prefer a flexible subscription model
- C. You use the SOAP or REST APIs
- D. You use the XML API
- E. You implement triggered sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 208

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 three.)

- A. Audience segmentation
- B. Dynamic content

- C. Einstein content
- D. Specialized content
- E. Personalization strings

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

NEW QUESTION: 209

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- A. Automation Studio with three separate Welcome automations.
- B. A series of A/B tests to determine the number of emails.
- C. Journey Builder using a Random Split with three branches.
- D. Journey Builder using a Decision Split with three branches.

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

Explanation

NEW QUESTION: 210

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 is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- B. 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.
- C. 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.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

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

NEW QUESTION: 211

NTO outfitters wants its email to renders mobile and desktop devices. NTO would like the emails to be responsive Which two technique should be used? Choose two answers

- A. Include
- B. Request to display block on all images
- C. html
- D. use a basic and thin template in content builder

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 212

A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

- A. data loader
- B. file transfer
- C. enhance ftp
- D. encrypted ftp

Answer: C (LEAVE A REPLY)

NEW QUESTION: 213

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.
- D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Answer: D (LEAVE A REPLY)

Explanation

NEW QUESTION: 214

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order 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 a suppression workflow for the unsubscribed accounts.

- B. Create an automation triggered on unsubscribes from the other system.
- 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: 215

A marketer at Northern Train Outfitters 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?

- A. The customers why they want to receive NTO emails
- B. Automatically Opt-in all new customers.
- C. Set Expectation on send frequency and scheduled
- D. Use explicit Opt-in for any new web Sign-ups.
- E. Ask for detailed demographic information

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

NEW QUESTION: 216

Northern Trail Outfitters' 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?

- A. Tracking Extracts
- B. Google Analytics Integration
- C. Report Snapshots

Answer: B (LEAVE A REPLY)

NEW QUESTION: 217

Northern Trail Outfitters is using a Smart Capture form in CloudPages to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.

Which automation configuration should be used?

- A. Schedule Starting Source > Data Extract Activity > File Transfer Activity
- B. File Drop Starting Source > SQL Query Activity > File Transfer Activity
- C. File Drop Starting Source > Data Extract Activity > File Transfer Activity
- D. Schedule Starting Source > SQL Query Activity > File Transfer Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 218

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

- A. In store loyalty programs

- B. Permission is specific to an address even if you know others.
- C. Opt-in via SMS is not Opt-in via email (And vice versa)
- D. Opt-ins are brand specific, don't share with other brands.
- E. Buy email lists

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

NEW QUESTION: 219

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 and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- B. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- C. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- 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: ([SHOW ANSWER](#))

NEW QUESTION: 220

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketingD18912E1457D5D1DDCBD40AB3BF70D5D team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- B. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D. Create an API-driven process to put the data directly into the data extension when any data is changed.

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

NEW QUESTION: 221

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use Automation Studio to query a population into a data extension.
- C. Use a Decision Split activity on the journey canvas.

Answer: (SHOW ANSWER)

NEW QUESTION: 222

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: (SHOW ANSWER)

NEW QUESTION: 223

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: A (LEAVE A REPLY)

NEW QUESTION: 224

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Map the attributes in the file
- B. Select the delimiting character
- C. Name the new import definition
- D. Choose the appropriate date format

Answer: A (LEAVE A REPLY)

NEW QUESTION: 225

Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.

In which two ways should NTO honor customers' preferences when creating emails?
(Choose two.)

- A. Send customers one email per preference choice to ensure customers receive what they want.
- B. Use AMPscript to dynamically pull in content associated with customers' preferences.
- C. Create dynamic rules based on customers' preferences in order to send specific content.
- D. Create emails to include all preference options so that customers don't miss any content.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 226

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

- A. Lists or Data Extensions
- B. Lists and Audiences
- C. Lists and Data Extensions
- D. Contacts or Audiences

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 227

NTO uses html emails that have headers and footers coded into it email what tool can marketer use to control default headers and footers on email sent.

- A. sender's profile
- B. Delivery profiles
- C. dynamic content

D. An script lookups

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 228

How are the test audiences for an A/B test selected? (Choose 2)

- A. The system randomly places target subscribers into the selected audiences
- B. The test administrator chooses which subscribers to place in each audience
- C. The system automatically uses 15% of the population for each audience
- D. The test administrator selects a percentage or a fixed number of target subscribers from the total for each audience

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

NEW QUESTION: 229

Northern Trail Outfitters (NTO) wants to manager 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. Journey Builder Sends
- C. List Unsubscribes

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

NEW QUESTION: 230

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 231

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Responsive Web template
- B. Media template
- C. Mobile-optimized template
- D. Standard template

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

NEW QUESTION: 232

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

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

NEW QUESTION: 233

A company has one million subscribers. The company has a Master data extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns.

How should the data be updated?

- A. A scheduled automation to import a nightly file of updated or changed records.
- B. A scheduled automation to import a file containing all of their subscribers.
- C. A file drop automation to execute an import every time a record is updated or added.
- D. A scheduled automation to occur every 15 minutes to ensure the data is current.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 234

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use?

- A. Send Email Activity
- B. Triggered Send
- C. Send Flow
- D. Send Throttling

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

NEW QUESTION: 235

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 236

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. Data filter
- B. Filtered group
- C. Filter activity
- D. SQL query activities

Answer: C (LEAVE A REPLY)

NEW QUESTION: 237

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 238

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.

What is the optimal way to manage unsubscribes by communication type?

- A. Create separate data extensions for each communication type and customize the subscription page.
- B. Create suppression lists for each communication type, and associate the suppression list on the send definition.

C. Create publication lists for each communication type, and associate the publication 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: 239

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. Keep copy simple and direct.

C. Design with the most important content at the top.

D. Stack the content in a single column.

E. Use image-based text for hero graphics.

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

NEW QUESTION: 240

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. Hyperlinks

B. From Name

C. Send Count

D. Subject Line

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

NEW QUESTION: 241

How is Primary Key used?

A. Primary Key prevents data from being overwritten in a data extension

B. Primary Key is the unique value to identify a subscriber

C. Primary Key is used when defining a Send Relationship

D. Primary Key identifies a row or a field in a data extension as unique

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

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NEW QUESTION: 242

A marketer would like to improve open rates for weekly email campaign. On which area of email design should the marketer focus?

- A. Link Content
- B. Email body
- C. Footer
- D. Envelope content

Answer: D (LEAVE A REPLY)

NEW QUESTION: 243

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 244

The Northern Trail Outfitters' (NTO) email team is creating a reusable content block for its Deals to Run With campaign. NTO will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How can the NTO email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create a Text content block.
- B. Create an Image content block.
- C. Create an HTML content block.
- D. Create a Free Form content block.

Answer: D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 245

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

- A. Filter activity
- B. Data Extract activity
- C. Segment activity
- D. SQL Query activity

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

NEW QUESTION: 246

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email.

Which configuration ensure these subscribers do NOT receive these emails?

- A. Add an Auto-Suppression list to the default sender profile.
- B. Configure Auto-Suppression list for the Commercial classification.
- C. Add subscribers to the Account opt-out list.

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

NEW QUESTION: 247

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Test multiple variations concurrently.
- C. Wait at least 24 hours before declaring a winner.
- D. Use a large sample size.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 248

When a marketer is looking to improve the deliverability of their emails what should be included in the subject line of the email?

- A. Catchy subject line
- B. Customer's first and last name
- C. Incentive Program
- D. Add your company's name.

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

NEW QUESTION: 249

An email marketer needs a point-and-click tool to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.

What solution meets this specification?

- A. Data Filters
- B. Contact Builder

C. SQL Query Activity

D. Audience Builder

Answer: B (LEAVE A REPLY)

NEW QUESTION: 250

NTO managed a new custom preference center to allow customers to provide details around their personal information such as age gender and outdoor sporting interest, in which two ways should NTO honor customer preference when creating emails.

Choose two answers

A. send customers one email per preference choiceto ensure costumer receives what they wants

B. create longer email to include all preference of customers so that customer don't miss any content

C. Create dynamic rules based on customers preference in order to send specific content

D. use Amp script to dynamicallypull in associated with costumer preference

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 251

What are the ways that data can be imported into the marketing cloud? (Choose 3)

A. Import Activity

B. Import Wizard

C. Query Activity

D. API

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

NEW QUESTION: 252

Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

A. Active Audiences

B. Data Extensions

C. Lists

D. Lists and Data Extensions

Answer: B (LEAVE A REPLY)

NEW QUESTION: 253

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. Guided Send

B. Audience Builder

C. Drag and Drop Segmentation

D. Query Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 254

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

A. Predictive Email

B. Automation Studio

C. Journey Builder

D. Scheduled Email Sends

Answer: C (LEAVE A REPLY)

NEW QUESTION: 255

What is the benefit of using a reference block instead of AMP Script within a template based email in Content Builder?

A. There is no benefit, as both approaches behave the same

B. A reference block acts as a pointer to an existing block

C. The editor shows the content of the referenced block

D. AMP Script is only allowed in a paste HTML email

Answer: C (LEAVE A REPLY)

NEW QUESTION: 256

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. Random Split

B. Engagement Split

C. Decision Split

D. Filter Activity

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 257

When Deploying a send to its customers, a marketing team would like to send to its own team members also. However, the team does not want the team member's open and click behavior to affect the tracking metrics of the send.

Which two steps must be completed when creating the data extension to address this need?

- A. Mark the "Is Testable" checkbox
- B. Define the send relationship by email address
- C. Mark the "Is Sendable" checkbox
- D. Set the email address as a Primary key

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 258

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: A (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 259

A marketer needs to share report results with a manager.

Which three options could be used to deliver the report to the manager using Reports in Marketing Cloud?

(Choose three.)

- A. Save the report as a Snapshot.

- B. Text a link to the report.
- C. Email the report.
- D. Notify the manager with a pop-up.
- E. Save the report to an SFTP folder.

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

Explanation/Reference:

NEW QUESTION: 260

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. Build a Group based on a Data Filter to combine the two data extensions.
- B. Populate a data extension using an SQL Query Activity in Automation Studio.
- C. Export both data extensions and import into a new data extension.
- D. Create a Filter Activity in Automation Studio to combine the two data extensions.

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

NEW QUESTION: 261

A marketer wants personalization space to create individualized content for an upcoming send, which three items should the marketer use while using personalization space

- A. using subscriber's data the attributes or filling should have the default value
- B. personalization tools are limited to profile attributes
- C. Personalization space can appear in the subject line or in the body of the email
- D. Personalization tools are enclosed by double percent symbols
- E. personalization storage are case sensitive,

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 262

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 263

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 264

A marketer would like to send a commercial email that is cam-spam complied. Which two criteria should be met to ensure compliance with the cam spam act?

Choose two answers.

- A. State the subscriber is receiving the email
- B. Ensure opt out link is present.
- C. Include a phone number to call.
- D. Include the email address of the sender

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 265

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 266

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?

- A. Create from template and choose triggered send template.
- B. Select the 'Use for triggered send' checkbox.

C. Include Subscriberkey and Emailaddress field as primary key.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 267

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

- A. Local folder structure
- B. Search field
- C. Content Type filter
- D. Email Type
- E. Tags filter

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

Reference:

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

NEW QUESTION: 268

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 269

A small company, with limited resources, has started to use the 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.

What is the optimal way to manage unsubscribes by communication type?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 270

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

- A. Use a Filter Activity in Automation Studio.
- B. Configure the Send Activity to automate the refresh.
- C. Activate Journey Builder to refresh the data extension.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 271

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 272

Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails.

What best practice should NTO employ?

- A. Keep total weight with images at 800KB or lower.
- B. Rely on image-only emails to engage subscribers
- C. Increase DPI and file size for image display.
- D. Use one file type for all images in the email.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 273

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

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

NEW QUESTION: 274

An account has Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension? Choose 2 answers

- A. Set the column with Subscriber Key as Primary Key
- B. Relate the Email Address to Subscriber Key
- C. Set the Email address column as Primary Key
- D. In Properties, check the "Is Sendable" option

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 275

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: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 276

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Move the content into the Shared Content folder in Content Builder.
- B. Switch to Classic Content to move the assets into the Shared Content folder.
- C. Individually share each asset with the other business unit in Content Builder.
- D. Create and share a new folder for the assets in Content Builder.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 277

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Attribute, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Customers, Value, Operator, Content
- D. Preferences, Value, Operator, Lists

Answer: A (LEAVE A REPLY)

NEW QUESTION: 278

Northern Trail Outfitters wants 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 addresses, reply dates, and responses from subscribers.

How should their data extension be set up?

- 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: (SHOW ANSWER)

NEW QUESTION: 279

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

- A. Delivery Profile
- B. Sender Profile
- C. Send Classification
- D. Send Definition

Answer: (SHOW ANSWER)

NEW QUESTION: 280

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 281

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 2 answers

- A. Include "Hero_CTA" in the Link Tooltip field for each link.
- B. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- C. Add "Hero_CTA" to the Tracking Alias field for each link.
- D. Include Hero_CTA1 in the filename for each Hero Image.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 282

A marketing team wants 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 should be used to execute this process?

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

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

NEW QUESTION: 283

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 is clearly noted as a test email.

What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A.** 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.
- B.** Create a Test data extension composed of the management team and Test Send to the Test data extension.
- C.** Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- D.** 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.

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

NEW QUESTION: 284

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 285

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.** Tell customers why they want to receive NTO emails.
- C.** Ask for detailed demographic information.
- D.** Automatically opt-in all new customers.
- E.** Use explicit opt-in for any new web sign-ups.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 286

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

- A. 10%
- B. 5%
- C. 20%
- D. 15%

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

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NEW QUESTION: 287

Which feature would a marketer use to build a Send Classification? (Choose 2)

- A. Custom Profile Center
- B. Sender Profile
- C. Delivery Profile
- D. Reply Mail Profile

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

NEW QUESTION: 288

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is

then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.

B. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.

C. Create an API-driven process to put the data directly into the data extension when any data is changed.

D. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 289

Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.

Which 2 best practices should NTO employ when sending email?

A. Send Multiple emails a day to keep the brand top of mind

B. Set Cadence Expectations to front with Subscribers

C. Send generic content to appeal to all audiences.

D. Use Subscriber data to dynamically populate email content

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 290

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. Send emails less frequently

B. Request they resubscribe

C. Send emails more frequently

D. Remove them from the list

Answer: C (LEAVE A REPLY)

NEW QUESTION: 291

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's

marketing team wants to see the results of the email campaign. Which two items of information and data about the

performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

A. Performance data on the Overview tab

B. Images showing how the email rendered on different devices

C. Number of clicks from mobile devices

D. Subscribers who click on a specific link

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 292

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike.

The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use to achieve this?

- A. Send Throttling
- B. Triggered Send
- C. Send Flow
- D. Send Email Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 293

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder?

Choose 3 answers

- A. Post to Facebook
- B. Wait Until
- C. Send SMS
- D. Decision Split
- E. Query Activity

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

NEW QUESTION: 294

A marketer is completing a Send Preview based on a pre-deployment checklist.

What task is validated during the Send Preview?

- A. Ensure subscribers have not unsubscribed or are undeliverable.
- 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. Confirm that each content area specified in the dynamic content rules exists.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 295

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used to accomplish this task?

- A.** Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- B.** Create a Test data extension that contains the five content variations the two team members need to validate.
- C.** Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- D.** Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

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

NEW QUESTION: 296

Which action will the Validate tool complete when initiated?

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

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

NEW QUESTION: 297

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](#))

NEW QUESTION: 298

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.

- A.** automation studio scheduled automation
- B.** automation studio file drop automation
- C.** journey builder file
- D.** journey builder import activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 299

Which app do you use to set the default greeting option?

- A.** Distributed Marketing Administration

- B. Journey Builder
- C. Distributed Marketing Settings
- D. Administration

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 300

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript. Which statement best describes how AMPscript can be used to customize email messages?

- A. Automates the flow of creating email messages
- B. Automates the template creation process
- C. Provides advanced content personalization
- D. Inserts responsive content based on the user's viewing device

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 301

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 302

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used?

- A. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"
- B. Create a Test data extension that contains the five content variations the two team members need to validate.
- C. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- D. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."

Answer: (SHOW ANSWER)

NEW QUESTION: 303

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 304

NTO used to maintain enterprise wide opt out for two segment of its subscribers stored in data extension, education event and sales what feature should the company used to manage it's opt out strategy

- A. shared publication list
- B. shared email
- C. shared data extension
- D. shared portfolio item

Answer: (SHOW ANSWER)

NEW QUESTION: 305

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 306

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 three.)

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

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

NEW QUESTION: 307

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 308

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 SFTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? (Choose two.)

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

Answer: B,C (LEAVE A REPLY)

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