

# Salesforce.Marketing-Cloud-Email-Specialist.v2023-03-28.q108

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## NEW QUESTION: 1

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

Which method should the team use to accomplish this goal?

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

**Answer: D (LEAVE A REPLY)**

## NEW QUESTION: 2

A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are limited to profile attributes
- B. Personalization strings can appear in the subject line or body of the email
- C. Personalization strings are case sensitive
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are noted by two sets of double percent symbols

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

## NEW QUESTION: 3

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. Greeting, Introduction, Conclusion

- B. Greeting, First Name, Last Name
- C. Full Name, Introduction, Conclusion
- D. First Name, Introduction, Conclusion

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

**NEW QUESTION: 4**

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

Which feature should help achieve this as an automatic flow?

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

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

**NEW QUESTION: 5**

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

- A. Data Relationship
- B. Subscriber ID
- C. Subscriber Key
- D. Send Relationship

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

**NEW QUESTION: 6**

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

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

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

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

**NEW QUESTION: 7**

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

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

### **NEW QUESTION: 8**

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

Which three strategies would improve their email deliverability?

Choose 3 answers

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

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

### **NEW QUESTION: 9**

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. Use Subscriber data to dynamically populate email content
- B. Send Multiple emails a day to keep the brand top of mind
- C. Send generic content to appeal to all audiences.
- D. Set Cadence Expectations to front with Subscribers

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

### **NEW QUESTION: 10**

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. Fill in the source data with "Valued Customer" for each blank First\_Name field
- B. Ensure the Nullable box is not checked for the First\_Name field

C. Mark First\_Name as the Primary Key

D. Make "Valued Customer" the Default Value for the First\_Name field

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 11**

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 commercial and not required to contain an opt-out link.

B. The subscriber can mark the email to signify it is spam.

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

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

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 12**

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: A (LEAVE A REPLY)**

#### **NEW QUESTION: 13**

To write SQL that uses both customer data and system-generated data, what would they need to include in their query?

A. Data Views

B. All of the above

C. Measures

D. Data Filters

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 14**

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

A. Sender Profile

B. Custom Profile Center

C. Reply Mail Profile

D. Delivery Profile

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 15**

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

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

**NEW QUESTION: 16**

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

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

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

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**NEW QUESTION: 17**

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. Shared Data Extension

**D. User Roles and Permissions**

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

**NEW QUESTION: 18**

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. Sender Profile
- C. AMPscript Lookups
- D. Delivery Profile

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

**NEW QUESTION: 19**

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

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

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

**NEW QUESTION: 20**

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this be accomplished? (Choose 2)

- A. Select the data type as Text
- B. Set a custom maximum length of six
- C. Create restricted values
- D. Select the attribute as required

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

**NEW QUESTION: 21**

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. Send Throttling
- C. Einstein Engagement Frequency

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

**NEW QUESTION: 22**

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

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

**NEW QUESTION: 23**

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

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

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

**NEW QUESTION: 24**

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

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

**NEW QUESTION: 25**

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Focus on action-driven subject lines.

C. Create more focused segmented lists for messaging.

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

**NEW QUESTION: 26**

What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

- A. Sender and recipient profiles
- B. Campaign and journey
- C. Email and journey
- D. Journey and contact

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

**NEW QUESTION: 27**

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them. How can access to the Master Customer table be restricted?

- A. Manage Data Extension Policies
- B. Shared Data Extension Permissions
- C. Date/Time Range for Access
- D. Data Extension Sharing Rules

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

**NEW QUESTION: 28**

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

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

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

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

**NEW QUESTION: 29**

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

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

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

**NEW QUESTION: 30**

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

What is the first action that should be taken to make the edits?

- A. Withdraw email approval.
- B. Unshare the email.
- C. Cancel send using email.

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 31**

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

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

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

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 32**

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses 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 Signups
- B. Single Opt-In
- C. Double Opt-In

D. List Detective

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 33**

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. Journey Builder Sends

B. Publication Lists

C. List Unsubscribes

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 34**

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. Preferences, Value, Operator, Lists

B. Customers, Value, Operator, Content

C. Attribute, Value, Operator, Content

D. Lists, Value, Operator, Images

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 35**

Northern Trail Outfitters' marketingteam 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 tobegin 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: 36**

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

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

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 37**

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

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

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

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 38**

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

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

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

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 39**

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email:

English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities

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

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

#### **NEW QUESTION: 40**

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 Wizard to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Activity 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: 41**

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 24 hours
- B. 5 business days
- C. 10 business days
- D. 30 calendar days

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

#### **NEW QUESTION: 42**

What is a personalization string?

- A. The snippet of text at the top of the email that is visible before an email has been opened
- B. A content area that will display based on a subscriber attribute
- C. A snippet of text that inserts subscriber attributes into an email
- D. An automated way of scraping a website for content to populate inside of an email

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

#### **NEW QUESTION: 43**

NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these 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 an html content block and code the content by hand
- B. create a text content block that accommodates text
- C. Create an image content block that accommodates pictures
- D. create a free flow content block that accommodates text and images

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 44**

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

Which tool method should the specialist use?

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

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 45**

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

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

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

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 46**

Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.

Which option minimizes the impact of this error?

- A. Locate the job under Tracking and update the URL in the Job Links tab.
- B. Update the link in the stored email content and it will be pulled in automatically.
- C. Send another email to the same subscribers containing the correct link.
- D. Have Support recall the email if it has not yet been opened by a subscriber.

**Answer: A (LEAVE A REPLY)**

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**NEW QUESTION: 47**

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

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

**NEW QUESTION: 48**

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

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

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

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

**NEW QUESTION: 49**

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

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

**NEW QUESTION: 50**

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

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

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 51**

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

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

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

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

#### **NEW QUESTION: 52**

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Guided Send
- B. Send Flow
- C. Send Activity
- D. User-Initiated Email

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 53**

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

Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

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

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

D. OrderNumber will be used as the Primary Key

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 54**

Northern Trail Outfitters wants to display the current date in order emails. What could they use to display the date in real-time?

- A. Enhanced Dynamic Content
- B. Reference Content
- C. Live Content
- D. AMPscript

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

**NEW QUESTION: 55**

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

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

**NEW QUESTION: 56**

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

How should the scheduled automation be configured to achieve this?

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

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

**NEW QUESTION: 57**

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. Preview Tab
- B. Content Detective

- C. Two-Step Workflow Approval
- D. Standard Workflow Approval

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

**NEW QUESTION: 58**

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance.

In which two ways can they avoid emails being blocked or marked as spam? Choose 2 answers

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

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

**NEW QUESTION: 59**

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

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

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

**NEW QUESTION: 60**

What must be configured in a Marketing Cloud account to use the import wizard?

- A. Enhanced FTP
- B. File Transfer
- C. Data Loader
- D. Encrypted FTP

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

**NEW QUESTION: 61**

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. Query Activity

- C. Send SMS
- D. Wait Until
- E. Decision Split

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

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**NEW QUESTION: 62**

A marketer is designing email for mobile devices.

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

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

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

**NEW QUESTION: 63**

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

- A. Add tags to each piece of content
- B. Filter based on content type
- C. Create folders and move content
- D. Rename content to be alphabetical

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

**NEW QUESTION: 64**

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

- A. An import activity can be executed manually
- B. The file for an import activity can be on a desktop computer

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

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

#### **NEW QUESTION: 65**

Northern Trail Outfitters (NTO) wants to send out three emails In Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- A. Add each Send Email activity to a single step in an automation.
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to different steps in an automation.

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

#### **NEW QUESTION: 66**

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

Which solution can be used to achieve this?

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

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

#### **NEW QUESTION: 67**

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

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

#### **NEW QUESTION: 68**

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. You select an Exclusion List at the time of send

**B.** they are like Suppression lists; list of subscribers that don't want to receive your communications.

**C.** May be subscribers who want to continue receiving messages.

**D.** subscribers who have a status (active, bounced, held, unsubscribed)

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

#### **NEW QUESTION: 69**

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already In use.

What creation method should the team use to create the new data extension?

**A.** Create from Existing

**B.** Create from a Filtered Data Extension

**C.** Create from Template

**D.** Create from New

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 70**

What is a true statement about Subscriber Key? (Choose 3)

**A.** Subscriber Key determines what update types will be available when importing data

**B.** Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship

**C.** Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value

**D.** Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address

**E.** Subscriber Key and Primary Key are interchangeable terms

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 71**

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

**NEW QUESTION: 72**

Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

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

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

**NEW QUESTION: 73**

A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

- A. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.
- B. Set a reminder in the Campaign Calendar each day to manually delete the records from the data extension.
- C. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.
- D. Set Data Retention in the Properties of the data extension to delete records older than 30 days.

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

**NEW QUESTION: 74**

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

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

**NEW QUESTION: 75**

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

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

- A. send count

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

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

#### **NEW QUESTION: 76**

What is triggered automation?

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

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

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#### **NEW QUESTION: 77**

Which data model should be used to create a Group?

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

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

#### **NEW QUESTION: 78**

Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed.

Which component should be configured to provide this functionality?

- A. Send Classification
- B. Sender Profile

**C. Delivery Profile**

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

**NEW QUESTION: 79**

An account has a 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. What steps would the marketer take when creating the data extension? (Choose 2)

- A. Set the Email address column as a Primary Key
- B. Relate the Email address to the Subscriber Key
- C. Set the column representing the Subscriber Key as a Primary Key
- D. Check the "Is Sendable" option

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

**NEW QUESTION: 80**

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

What best practice should NTO employ?

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

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

**NEW QUESTION: 81**

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

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

**NEW QUESTION: 82**

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive. Which two techniques should be used? Choose 2 answers

- A. Use a Basic, Empty or Themed Template in Content Builder
- B. Include @media query CSS in the email

- C. Include style="display:block" on all images
- D. Use inline CSS styling on all HTML elements

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

### **NEW QUESTION: 83**

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

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

What is the source of the duplicate subscriber key?

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

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

### **NEW QUESTION: 84**

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience.

Which tool should provide a list of subscribers who didn't receive the expected emails?

- A. \_sent Dataview
- B. Not Sent Tracking Extract
- C. 'Subscribers Not Sent To\*' report

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

### **NEW QUESTION: 85**

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

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

### **NEW QUESTION: 86**

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

- A. Journey Builder Import Activity
- B. Automation Studio Scheduled Automation
- C. Journey Builder Fire Event
- D. Automation Studio File Drop Automation

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

#### **NEW QUESTION: 87**

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

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

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

#### **NEW QUESTION: 88**

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

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

#### **NEW QUESTION: 89**

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

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

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

#### **NEW QUESTION: 90**

Northern Trail Outfitters wants to send shipping email notifications to members, Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.

Which solution could be used to achieve this?

- A. Transactional Send in Journey Builder
- B. Import Activity in Automation Studio
- C. File Drop Entry Source in journey Builder
- D. File Drop Starting Source in Automation Studio

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 91**

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

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

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#### **NEW QUESTION: 92**

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process. In which two ways should the data extension and import be configured? Choose 2 answers

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

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

#### **NEW QUESTION: 93**

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. Predictive Email
- C. Journey Builder
- D. Scheduled Send Emails

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 94**

A marketer wants to grow the company's email subscriber list via social channels and its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- A. Search Facebook fans' profiles for mail addresses
- B. Promote content on social channels that requests an email address
- C. Send unsolicited requests on Twitter to sign up for email
- D. Provide and opt-in checkbox on the mobile app registration form

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

**NEW QUESTION: 95**

Which recipient option is available with Simple Send? (Choose 2)

- A. Audience
- B. Group
- C. Data Filter
- D. Data Extension
- E. List

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

**NEW QUESTION: 96**

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

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

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

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 97**

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

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

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

**NEW QUESTION: 98**

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

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

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

**NEW QUESTION: 99**

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

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

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

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

**NEW QUESTION: 100**

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

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

**NEW QUESTION: 101**

A marketer creates a new sendable data extension, and defines the Customer\_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A.** The Email\_Address field in the Data Extension
- B.** The Subscriber ID in a System Data View Table

- C. The Email Address Profile Attribute
- D. The Customer\_ID field in the Data Extension

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

#### **NEW QUESTION: 102**

What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email? (Choose 2)

- A. The subscriber is removed from theList used for the Send
- B. The subscriber is unsubscribed from the publication list applied to the send
- C. The subscriber is deleted completely from the sending account
- D. The subscriber is added to the enterprise global unsubscribe list

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

#### **NEW QUESTION: 103**

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Ensure source channel Is available in subscriber data.
- B. Create one Entry Source for each messaging channel.
- C. Send both email and SMS to ensure subscribers get NTO's messages.

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

#### **NEW QUESTION: 104**

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

- A. A call to action below the fold performs best
- B. Text buttons receive more clicks than graphics
- C. A call to action can be text or an image based button
- D. A call to action should be direct and action-oriented

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

#### **NEW QUESTION: 105**

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

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

**NEW QUESTION: 106**

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

Which method meets their needs?

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

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

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**NEW QUESTION: 107**

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

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

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

**NEW QUESTION: 108**

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

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

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

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