

Salesforce.Marketing-Cloud-Email-Specialist.v2023-04-19.q75

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	75
Version:	v2023-04-19
# of views:	1261
# of Questions views:	750
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Email-Specialist.v2023-04-19.q75.html	

NEW QUESTION: 1

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Sending. Volume > 250,000 Email/Month
- B. Requirement to have Custom URLs on Cloud Pages
- C. Requirement to have Custom URLs on images hosted in Marketing Cloud

Answer: A (LEAVE A REPLY)

NEW QUESTION: 2

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Profile
- B. Sender Authentication Package
- C. Brand Builder

Answer: C (LEAVE A REPLY)

NEW QUESTION: 3

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

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

NEW QUESTION: 4

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: ([SHOW ANSWER](#))

NEW QUESTION: 5

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

- A. Focus on action-driven subject lines.
- B. Add complementary SMS campaigns.
- C. Create more focused segmented lists for messaging.

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

NEW QUESTION: 6

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

What should the marketer do to prevent this problem?

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

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

NEW QUESTION: 7

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

Which Journey Builder activity should NTO use?

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

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

NEW QUESTION: 8

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

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

NEW QUESTION: 9

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

What should be configured to accomplish this request?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

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 a Private Domain to leverage SPF and DKIM authentication.
- C. Request three Dedicated IPs to spread out the sending volume.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 11

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

Which standard tool best does this?

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

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

NEW QUESTION: 12

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

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

Where should the Internal look to find this Information?

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

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

NEW QUESTION: 14

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

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

What should the marketer do to accomplish this?

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

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

NEW QUESTION: 16

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](#))

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NEW QUESTION: 17

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

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: ([SHOW ANSWER](#))

NEW QUESTION: 19

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

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

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

NEW QUESTION: 20

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

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

NEW QUESTION: 21

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

Which type of activity should be used?

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

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

NEW QUESTION: 22

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Implement an API to start an automation with every file transfer.
- C. Replicate the automation and schedule mem to execute server eight hours

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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

Which tool should the marketer use?

- A. Send Preview

B. Test Send

C. Content Detective

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

NEW QUESTION: 24

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

Which additional issues should they consider?

A. DoNotTrack preferences

B. Suppressed contacts from contact deletion

C. Bounced contacts from previous sends

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

NEW QUESTION: 25

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

A. The email address has not been updated in All Subscribers.

B. The customer has not opted in again with the new address.

C. The new email address is from an unsupported domain.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 26

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. Configure Auto-Suppression list for the Commercial classification.

B. Add subscribers to the Account opt-out list.

C. Add an Auto-Suppression list to the default sender profile.

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

NEW QUESTION: 27

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

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

A. A Salesforce Survey block called in by an AMPscript function.

B. Replace call-to-action with interactive Email Form

C. Make the call-to-action button that links to the feedback form bigger and with red background

Answer: (SHOW ANSWER)

NEW QUESTION: 28

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email.

Which feature provides notification badges to alert NTO of any performance issues?

A. Einstein Engagement Scoring

B. Einstein Copy insights

C. Einstein Messaging Insight

Answer: A (LEAVE A REPLY)

NEW QUESTION: 29

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. 'Subscribers Not Sent To* report

B. _sent Dataview

C. Not Sent Tracking Extract

Answer: A (LEAVE A REPLY)

NEW QUESTION: 30

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

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

A. Remove the bounced addresses before the next send.

B. Nothing - bounce rates up to 30% are acceptable.

C. Continue monitoring the bounce rate for changes.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 31

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

Which action should be recommended?

A. Navigate to the Job Links tab In My Tracking and update the URL.

B. Navigate to URL Expiration in Setup and update the URL.

C. Navigate to the email in Content Builder and update the URL.

Answer: (SHOW ANSWER)

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NEW QUESTION: 32

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 33

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Responsive Aware
- B. Mobile Aware
- C. Mobile Responsive

Answer: B (LEAVE A REPLY)

NEW QUESTION: 34

A marketer is using Preview .. Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. The send exceeded the maximum test send threshold.
- B. Test sends are not recorded on the Send Log Data Extension.
- C. A subscriber was not selected in the Subscriber Preview tab.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 35

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

How should Journey Builder be configured to meet this requirement?

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

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

NEW QUESTION: 36

Northern Trail Outfitters (NTO) has rolled out changes to OTS CTA button color. Where should NTO be able see if there has been a lift in overall likelihood to click?

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

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

NEW QUESTION: 37

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

What should the marketer do in order to accomplish this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 38

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website.

What should NTO configure in Path Optimizer?

- A. Email Engagement
- B. Web Conversion
- C. Manual Engagement

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

NEW QUESTION: 39

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Einstein Engagement Scoring
- B. Path Optimizer
- C. Google Analytics Audience

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

NEW QUESTION: 40

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 41

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

Which Activity should be configured in Automation Studio to help?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 42

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 43

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 44

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

Which report should be run to provide this information?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 45

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Export the journey email analytics
- B. Review opens and clicks activity summaries.
- C. Define a goal for each journey.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 46

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

Which automation solution should easily allow this action?

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

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 47

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Tracking Data Extract file transfer
- B. Campaign Email tracking Report
- C. Datorama pivot Table

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

NEW QUESTION: 48

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 49

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

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

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

NEW QUESTION: 50

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: 51

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the data filter and build a new data extension with additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- C. Copy the filtered data extension and add additional filter criteria.

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

NEW QUESTION: 52

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

Which feature should NTO use?

- A. Einstein Copy Insights
- B. Enhanced Dynamic Content
- C. Einstein Content Selection

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

NEW QUESTION: 53

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 54

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

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

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

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

NEW QUESTION: 55

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: 56

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. Universal Unsubscribe
- C. Profile Center Unsubscribe

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

NEW QUESTION: 57

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

Which action ensures NTO's sending reputation remains intact?

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

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

NEW QUESTION: 58

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: 59

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile Which action should they take to execute the campaign?

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

C. Use Automation Studio Filtering, Messaging, and wait activities.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 60

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holidays promotional email.

Which feature should NTO use?

- A. Enhanced Dynamic Content
- B. Einstein Coy Insights
- C. Einstein Content Selection

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 61

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

Which Journey Builder tool should they use to accomplish this?

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

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

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NEW QUESTION: 62

Northern Trail Outfitters (NTO) needs a quick listing of all email sends from the past calendar year across all business units. It should include basic metrics for each send.

Which out-of-the-box report provides what NTO needs?

- A. Email Sends by User
- B. Email Performance Over Time
- C. Account Send Summary

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

NEW QUESTION: 63

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 64

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

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

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

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

NEW QUESTION: 65

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 66

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

Which Journey Builder tool should they use to accomplish this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

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

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

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

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

NEW QUESTION: 68

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. Attribute Group
- B. Data Filter
- C. SQL Query Activity

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

NEW QUESTION: 69

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

Which journey type is best suited to run this test?

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

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

NEW QUESTION: 70

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

Which step needs to be completed?

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

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

NEW QUESTION: 71

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 72

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

- A. Create a data filter on the data extension.
- B. Filter the .csv file before import.
- C. Write a query to create a filtered data extension.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 73

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, when caused customers to complain about their experience. NTO would like to apologies by offering an upgraded coupon to help improve customer satisfaction What should NTO do to automate the process of finding its affected customers?

- A. Query the data using a specific date range parameter
- B. Use Einstein engagement scores to identify affected users.
- C. Filter the data based on a specific date range.

Answer: (SHOW ANSWER)

NEW QUESTION: 74

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

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 75

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

Answer: B (LEAVE A REPLY)

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