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NEW QUESTION: 1

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

Which feature should NTO use?

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

Answer: B (LEAVE A REPLY)

Explanation

Einstein Content Selection is a feature that uses artificial intelligence to automatically select the best content for each subscriber based on their engagement history and preferences. It can help increase click rates by delivering personalized and relevant content in emails.

NEW QUESTION: 2

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

Answer: A (LEAVE A REPLY)

Explanation

Editing the fields in the synchronized data source is the first step to ensure the new fields are available to segment on. The marketer needs to select which fields they want to sync from Salesforce to Marketing Cloud, and then wait for the sync process to complete. Creating a new data extension or a data filter with the new fields would not work if the fields are not synced first.

NEW QUESTION: 3

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

Answer: B (LEAVE A REPLY)

Explanation

Content Builder > Recent Sends is the correct answer. This option allows you to view the delivery rate and other metrics of the most recent email sends from your business unit. You can also drill down into each send to see more details, such as the number of delivered, bounced, opened, or clicked emails. Automation Studio > Activities is not a valid option, as this option only shows the status and schedule of your automation activities, not the metrics of your email sends. Email Studio > Overview is not a valid option either, as this option only shows the summary and trend of your email performance across all business units, not the specific metrics of your recent email sends. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

NEW QUESTION: 4

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

Answer: (SHOW ANSWER)

Explanation

User Initiated Send is the method that the specialist should use. User Initiated Send is a feature that allows you to create and send an email message to one or more data extensions or lists at any time. You can also schedule the send for a future date and time or set it to recur at regular intervals. You can use this feature to automate sending the weekly newsletter to subscribers in one data extension and a partner seed list. Multi-Step

Journey is not necessary if you only want to send one email message without any other journey activities.

Automation Studio Email Activity is not suitable if you want to send to a partner seed list, as it only supports data extensions as sendable audiences.

NEW QUESTION: 5

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.** Einstein Content Selection
- C.** Enhanced Dynamic Content

Answer: B (LEAVE A REPLY)

Explanation

Einstein Content Selection is the feature that NTO should use to build a welcome journey for new customers with dynamic content in each email. Einstein Content Selection allows marketers to create personalized content for each customer based on their behavior and preferences, and also include assets that are automatically optimized based on real-time performance data. Einstein Content Selection can be used with Content Builder to create dynamic content blocks that can be inserted into emails and journeys.

NEW QUESTION: 6

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 number of steps?

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

Answer: C (LEAVE A REPLY)

Explanation

Data Filter is a tool that allows marketers to create filtered data extensions based on criteria without writing SQL queries. Data Filter can also provide a quick count of records that match the criteria before creating the filtered data extension. [Source: Trailhead]

NEW QUESTION: 7

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: (SHOW ANSWER)

Explanation

List-Unsubscribe header is a feature that allows subscribers to unsubscribe from an email by clicking a link in their email client. This link is added by Marketing Cloud to the email header and can trigger an unsubscribe reason related to RMM, even if RMM is not enabled in the account. [Source: Trailhead]

NEW QUESTION: 8

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

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

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

Answer: B (LEAVE A REPLY)

Explanation

Goals are the Journey Builder component that addresses the two requirements of this campaign. Goals allow marketers to define a desired outcome for each journey, such as making a purchase at the NTO outlet, and track how many contacts achieve it. Goals also allow marketers to exit contacts from the journey once they achieve the goal, which means they will stop receiving emails from the campaign. Decision Splits are used to branch contacts into different paths based on criteria, but not to exit them from the journey or track their outcomes. Exits are used to remove contacts from the journey based on criteria, but not to track their outcomes.

NEW QUESTION: 9

Northern Trail Outfitters allows nonregistered customers to provide a phone number for open orders. The provided contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- A. Delete Filter Activity
- B. Contact Delete
- C. Data Retention Policy

Answer: (SHOW ANSWER)

Explanation

A data retention policy allows you to automatically delete records from a data extension based on a specified time period. This feature can help you maintain a data extension's records and comply with data privacy regulations

NEW QUESTION: 10

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. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

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

Explanation

Create CloudPages to collect and subscribe users is the correct answer. CloudPages is a feature that allows you to create web pages and landing pages using Marketing Cloud tools and data. You can use CloudPages to collect information from users who visit your pages from social channels, such as Facebook or Twitter, and subscribe them to your email lists or data extensions. You can also use CloudPages to create preference centers, profile centers, or unsubscribe pages for your email subscribers. You can learn more about this in the [CloudPages Basics] module on Trailhead.

NEW QUESTION: 11

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

Answer: ([SHOW ANSWER](#))

Explanation

A Tracking Data Extract is a type of data extract activity that allows marketers to export tracking data from Marketing Cloud to an external system, such as Azure Blob. A Tracking Data Extract can be configured to include various types of tracking data, such as email sends, opens, clicks, bounces, unsubscribes, etc. A Tracking Data Extract can be combined with a File Transfer activity to transfer the extracted file to the desired location.

NEW QUESTION: 12

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 deletes old data extensions, emails, and reports

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

Answer: C (LEAVE A REPLY)

Explanation

An automation that imports subscriber data regularly and updates key data extensions is what NTO should create as a good first step to add automation to its email marketing. This automation will help NTO keep its subscriber data up-to-date and consistent across different data extensions. It will also enable NTO to use this data for segmentation, personalization, reporting, etc. An automation that deletes old data extensions, emails, and reports may be useful for cleaning up unused assets, but it is not directly related to email marketing. An automation that contains several recurring emails and decisioning points may be too complex for a first step and may require more planning and testing.

NEW QUESTION: 13

Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was

10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A.** Bounce Mail Management
- B.** Auto-Suppression Lists
- C.** List Detective

Answer: C (LEAVE A REPLY)

Explanation

List Detective is the correct answer. List Detective is a feature that automatically filters out invalid or problematic email addresses from your sends, such as those with typos, syntax errors, or unsupported domains.

List Detective helps improve your deliverability and reputation by preventing bounces and spam complaints from bad email addresses. Bounce Mail Management is a feature that tracks and manages bounced emails based on different bounce categories and thresholds. Auto-Suppression Lists are lists of subscribers who should not receive certain types of emails, such as promotional or transactional emails. You can learn more about these features in the [Email Deliverability] module on Trailhead.

NEW QUESTION: 14

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A.** From Address Management
- B.** Delivery Profile

C. Sender Profile

Answer: B (LEAVE A REPLY)

Explanation

The Delivery Profile is where the IP address for sending emails is configured. NTO should update the Delivery Profile for the transactional sends to use the new IP address

NEW QUESTION: 15

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

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

Answer: C (LEAVE A REPLY)

Explanation

Selecting the 'Use for triggered send' checkbox is the correct answer. This option allows you to create a data extension that can be used as a target audience for a triggered send. A triggered send is an email that is sent in response to a subscriber's action or behavior, such as a purchase confirmation or a welcome email. When you select this option, you also need to include the subscriber key and email address fields in your data extension. Creating from template and choosing triggered send data extension template is not a valid option, as there is no such template available in Marketing Cloud. Including subscriber key and email address field as primary key is not required, as only the subscriber key field needs to be set as the primary key. You can learn more about this in the Data Extensions module on Trailhead.

NEW QUESTION: 16

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

Answer: A (LEAVE A REPLY)

Explanation

Test sends are not recorded on the Send Log Data Extension is the correct answer. A Send Log Data Extension is a data extension that captures information about each email send, such as subscriber key, email name, subject line, send date, etc. However, test sends are not recorded on the Send Log Data Extension, as they are not considered actual sends. Test sends are used to preview and test how your email will look for different subscribers before sending it to your target audience. The send exceeded the maximum

test send threshold is not a valid reason, as there is no such limit for test sends in Marketing Cloud. A subscriber was not selected in the Subscriber Preview tab is not a valid reason either, as this option only affects how you preview your email content, not how you record your test send information. You can learn more about this in the [Email Testing Tools] module on Trailhead.

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NEW QUESTION: 17

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement.

NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. %%contactkey%%
- B. %%subscriberid%%
- C. %%memberid%%

Answer: C (LEAVE A REPLY)

Explanation

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as %%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

NEW QUESTION: 18

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. SQL Query Activity
- C. Data Filter

Answer: A (LEAVE A REPLY)

Explanation

If you need to personalize an email with dynamic content using data from different sources, such as Open Data View and Purchase Data Extension, you should use Attribute Group as a way to source the data.

Attribute Groups allow you to create relationships between different data sources using common fields or keys. This way, you can access data from multiple sources using one attribute group name in your dynamic content rules or AMPscript code. SQL Query Activity is a tool that allows you to manipulate data using SQL statements, but it does not create relationships between data sources. Data Filter is a tool that allows you to filter data based on criteria, but it does not create relationships between data sources either. You can learn more about this in the [Data Modeling Basics] module on Trailhead.

NEW QUESTION: 19

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

Answer: C (LEAVE A REPLY)

Explanation

A data extension that is used for a SQL Query Activity must have a primary key. The primary key ensures that each record is unique and can be updated by the query. The Is Sendable and Nullable settings are not required for a SQL Query Activity, but they affect how the data extension can be used for sending emails and storing null values.

NEW QUESTION: 20

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent 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. Account Send Summary
- B. Email Performance Over Time
- C. Email Sends by User

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

Explanation

The Account Send Summary report provides a list of all emails sent from the account or business unit, along with basic metrics such as sends, deliveries, opens, clicks, bounces, and unsubscribes. This report can be filtered by date range and business unit

NEW QUESTION: 21

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

Explanation

Einstein Messaging Insights provides notification badges to alert marketers of any performance issues with their email campaigns. It also provides recommendations on how to improve the email performance. [Source:

Trailhead]

NEW QUESTION: 22

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 new email address is from an unsupported domain.
- B. The email address has not been updated in All Subscribers.
- C. The customer has not opted in again with the new address.

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

Explanation

The email address has not been updated in All Subscribers is the correct answer. All Subscribers is the master list of subscribers in Marketing Cloud, and it stores the email address, subscriber key, and status for each subscriber. If a subscriber changes their email address, it needs to be updated in All Subscribers as well as in any other data extensions or lists that store the subscriber information. Otherwise, Marketing Cloud will still send emails to the old address stored in All Subscribers. You can learn more about this in the Manage Subscribers module on Trailhead.

NEW QUESTION: 23

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

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

Answer: (SHOW ANSWER)

Explanation

A query activity allows you to use SQL statements to retrieve data from data extensions and data views based on specific criteria. You can use a query activity to find the affected customers by using a date range parameter in your SQL statement

NEW QUESTION: 24

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

What should NTO do to simplify the journey?

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

Answer: B (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 25

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. Contacts Analytics
- C. Audience Engagement Over Time

Answer: B (LEAVE A REPLY)

Explanation

Contacts analytics is a report that shows how the cross-channel customer population has changed over time. It can be used to track the growth or decline of contacts across different channels, such as email, mobile, or social. Contacts count is a report that shows

the total number of contacts in the account. Audience engagement over time is a report that shows how contacts interact with messages over time.

NEW QUESTION: 26

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

Answer: C (LEAVE A REPLY)

Explanation

The Sender Profile is the setting that allows you to configure the From Name, From Email, and Reply Email for a send. This can help identify the line of business sending the message. The Sender Authentication Package is a feature that enables you to use your own domain in your email links, images, and reply addresses. The Brand Builder is a tool that helps you create a consistent look and feel for your emails, landing pages, and microsites. You can learn more about these settings in the Email Creation and Sending module on Trailhead.

NEW QUESTION: 27

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

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

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

Answer: B (LEAVE A REPLY)

Explanation

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION: 28

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a thank you 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 Email Send to dedupe on email address.
- C. Configure Journey Entry Event to 'allow no re-entry.'

Answer: (SHOW ANSWER)

Explanation

Configuring the Journey Entry Event to 'allow no re-entry' will ensure that subscribers who have made recent purchases will only receive a thank you email the first time they show up in the file drop. This will prevent them from receiving duplicate emails if they make multiple purchases. [Source: Trailhead]

NEW QUESTION: 29

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: (SHOW ANSWER)

Explanation

The List Unsubscribe header is a feature that allows subscribers to unsubscribe from an email by clicking a link in their email client. This feature does not require RMM to be enabled in the account, and it can generate unsubscribe reasons related to RMM

NEW QUESTION: 30

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

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

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

Answer: B (LEAVE A REPLY)

Explanation

The auto-suppression list is a list of subscribers who should not receive any commercial messages from your account. You can add subscribers to this list manually or

automatically based on certain criteria, such as spam complaints. This will prevent the subscriber from receiving further commercial messages from your account.

NEW QUESTION: 31

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: B (LEAVE A REPLY)

Explanation

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules. Marketers can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

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NEW QUESTION: 32

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

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

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

Answer: C (LEAVE A REPLY)

Explanation

Einstein Copy Insights is the tool that should supply insights into the tone of subject lines. Einstein Copy Insights is a feature that uses natural language processing and machine learning to analyze your subject lines and provide suggestions for improvement. It also

shows you the tone of your subject lines, such as positive, negative, neutral, or mixed, and how it affects your engagement metrics, such as open rate, click rate, etc.

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

NEW QUESTION: 33

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

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

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

Answer: (SHOW ANSWER)

Explanation

Einstein Engagement Scoring is the correct answer. This tool allows you to use artificial intelligence to score your subscribers based on their engagement behavior, such as opens, clicks, conversions, etc. You can use Einstein Engagement Scoring to easily target your most loyal subscribers by filtering them based on their predicted engagement level or score. You can also use Einstein Engagement Scoring to segment your subscribers based on their predicted attrition risk or optimal send time. Google Analytics Audience is not a valid option, as this tool only allows you to measure and analyze web traffic and behavior, not email engagement. Path Optimizer is not a valid option either, as this tool only allows you to test different paths or content variations in a journey based on different engagement metrics, not target loyal subscribers. You can learn more about this in the [Einstein for Marketing Cloud] module on Trailhead.

NEW QUESTION: 34

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 a Decision Split activity on the journey canvas.
- C. Use Automation Studio to query a population into a data extension.

Answer: C (LEAVE A REPLY)

Explanation

Using Automation Studio to query a population into a data extension is the optimal segmentation process that NTO should use to ensure only Platinum members receive the

journey emails. This will reduce the size of the data extension and improve the performance of the journey. Using Filter Contacts criteria or a Decision Split activity will still load all loyalty members into the journey, which is inefficient and unnecessary. [Source: Trailhead]

NEW QUESTION: 35

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

Answer: A (LEAVE A REPLY)

Explanation

Engagement Split is the Journey Builder activity that NTO should use. Engagement Split is an activity that allows you to split contacts based on how they interacted with a previous email send, such as opened, clicked, or converted. You can use this activity to include specific content for your most engaged customers and different content for your least engaged customers. Frequency Split is an activity that allows you to split contacts based on how often they have received messages from your account. Scoring Split is an activity that allows you to split contacts based on their Einstein Engagement Score.

NEW QUESTION: 36

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

Which additional issues should they consider?

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

Answer: B (LEAVE A REPLY)

Explanation

The correct answer is B because bounced contacts from previous sends are excluded from future sends by default, unless they are reactivated. DoNotTrack preferences only affect tracking data, not sending. Suppressed contacts from contact deletion are not relevant because the data extension contains the audience for the send.

NEW QUESTION: 37

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Scoring Split
- C. Frequency Split

Answer: C (LEAVE A REPLY)

Explanation

Frequency split is a journey builder activity that splits contacts based on how often they have received messages from the account. It can be used to focus marketing efforts on subscribers who are least likely to unsubscribe by sending them fewer or more relevant messages. Path optimizer and scoring split are not related to frequency.

NEW QUESTION: 38

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)

Explanation

Verification Activity is the step that prevents the automation from completing the automation instance and delivering an inaccurate report if some agents have not created their data extensions in time. This activity verifies that a data extension meets certain criteria, such as row count or field value, before proceeding to the next step. If the criteria are not met, the activity stops the automation and sends an email notification. Data Extract Activity is a step that extracts data from a data extension or data view and places it in a file on the Enhanced FTP server. Wait Activity is a step that pauses an automation for a specified period of time.

NEW QUESTION: 39

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.

What should be configured to ensure compliance with this request?

- A. Exclusion Script
- B. DoNotTrack Attribute
- C. Consent Management

Answer: B (LEAVE A REPLY)

Explanation

The DoNotTrack attribute is a personalization string that can be used to prevent Marketing Cloud from tracking opens and clicks for a specific subscriber. It can be set to true or false in the subscriber's profile or in a data extension field. If it is set to true, Marketing Cloud will not record any opens or clicks performed by that subscriber.

NEW QUESTION: 40

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Content Detective
- C. Subscriber Preview and test Send

Answer: B (LEAVE A REPLY)

Explanation

Content Detective is a feature that scans email content for potential issues, such as spam triggers, broken links, or invalid personalization strings. Content Detective can also be configured to provide warnings for specific words or phrases, such as [For APPROVAL], before sending an email

NEW QUESTION: 41

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

Answer: A (LEAVE A REPLY)

Explanation

An Interactive Email Form is a type of content block that allows marketers to create and embed a form within an email. The form can collect information from subscribers, such as feedback, preferences, ratings, etc., without requiring them to leave their inbox. The form can also link to a confirmation page or another email after submission. An Interactive Email Form can increase the response rate by making it easy and convenient for subscribers to provide feedback.

NEW QUESTION: 42

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

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

- A. Minimize whitespace

B. Build image-based emails.

C. Use contrasting colors

Answer: C (LEAVE A REPLY)

Explanation

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

NEW QUESTION: 43

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

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

A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.

B. Configure the filter DE to auto-refresh daily in properties.

C. Schedule an automation to refresh the filter activity each day.

Answer: (SHOW ANSWER)

Explanation

Scheduling an automation to refresh the filter activity each day is the best step to ensure the data extension includes newly added records, as it allows the marketer to automate the process of updating the filtered data extension based on the latest data in the source data extension. The automation can run at a specified time or frequency, or be triggered by an event. Checking the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox or configuring the filter DE to auto-refresh daily in properties would not work for this scenario, as they only refresh the data extension when it is used as a target audience for an email send.

NEW QUESTION: 44

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to include special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

A. Reference Content Block

B. Dynamic Content Block

C. Einstein Content Selection

Answer: A (LEAVE A REPLY)

Explanation

A Reference Content Block is a type of content block that allows marketers to reference another content block within an email. This means that any changes made to the referenced content block will automatically update in all emails that use it. A Reference

Content Block is useful for including content that changes frequently or needs to be consistent across multiple emails, such as special events or offers.

NEW QUESTION: 45

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

Which activity is missing?

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

Answer: ([SHOW ANSWER](#))

Explanation

File transfer is the activity that is missing from the automation. File transfer is used to move files from one location to another, such as from Marketing Cloud to an SFTP server. Without this activity, the data extract will create a .csv file in Marketing Cloud, but it will not send it to the SFTP server. Fire event is used to trigger a journey or an automation from another automation. Import file is used to import data from a file into a data extension.

NEW QUESTION: 46

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Sender Profile
- C. Tabs

Answer: ([SHOW ANSWER](#))

Explanation

Tabs allow marketers to customize their Datorama dashboard by adding different widgets and filters. Tabs can also be shared with other users or groups for collaboration. [Source: Trailhead]

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NEW QUESTION: 47

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

Answer: A (LEAVE A REPLY)

Explanation

Einstein STO (Send Time Optimization) Activity is the correct answer. This activity allows you to send an email at the best possible time for each subscriber based on their past engagement behavior. Einstein STO uses artificial intelligence to analyze when each subscriber is most likely to open an email and schedules the send accordingly. This can help increase the engagement rate of your email by reaching your subscribers when they are most receptive. Wait Until Activity is an activity that allows you to pause a journey until a specific date or time, or until a specific attribute value changes. Engagement Split is an activity that allows you to split a journey based on how subscribers interacted with a previous email, such as opening or clicking. You can learn more about these activities in the Journey Builder Activities module on Trailhead.

NEW QUESTION: 48

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

Which step needs to be completed?

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

Answer: B (LEAVE A REPLY)

Explanation

'Update Email Now' needs to be applied to each email that uses the updated template. This option will update the email content with the latest changes from the template. Recreating the email using the updated template would also work, but it would be more tedious and unnecessary. The template does not need to be approved before updates are reflected, but rather saved.

NEW QUESTION: 49

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

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

Explanation

Pivot table in Datorama Reports is the tool that NTO should use to explore its large volume of send data. Pivot table allows marketers to dynamically filter, sort, and group data in one view without writing SQL queries. It also allows marketers to create calculated fields and visualize data in charts and graphs. Filter Activity in Automation Studio is used to create filtered data extensions based on criteria, not to explore data in one view.

Email Performance Over Time Report is a standard report that shows metrics for emails sent over a period of time, but it does not allow dynamic filtering, sorting, or grouping of data.

NEW QUESTION: 50

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: ([SHOW ANSWER](#))

Explanation

Auto Suppression List is the correct answer. An auto suppression list is a list of subscribers who should not receive certain types of emails, such as promotional or transactional emails. Auto suppression lists can be applied at the sender profile level or at the send classification level. If a subscriber is on an auto suppression list that is applied to a triggered send, they will not receive the email, even if they are in the target data extension. The `_subscribers` data view will show their status as 'Held' for that sender profile or send classification. You can learn more about this in the Manage Subscribers module on Trailhead.

NEW QUESTION: 51

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. Automation Notification Settings
- B. Import Activity Notification Settings
- C. Configured Alert Manger Settings

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

Explanation

Automation Notification Settings allow marketers to configure email notifications for automation activities, such as data imports, data exports, or SQL queries. Marketers can choose to receive notifications for all activities, only failed activities, or none. [Source: Trailhead]

NEW QUESTION: 52

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Configure Eastern Content Tagging to automatically tag stock art.
- B. Import a metadata tag index for the stock art so the images are searchable
- C. Select categories and content type from the import dropdown when importing images.

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

Explanation

To make locating appropriate images easier, you can import a metadata tag index for the stock art so that the images are searchable by keywords. You can create a CSV file with columns for file name and tags, and then import it into Content Builder.

NEW QUESTION: 53

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

Where should they find this dashboard?

- A. Journey Builder - Journey History
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

Answer: ([SHOW ANSWER](#))

Explanation

Datorama Reports - Journey Performance is where leadership at NTO should find the dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Datorama Reports is a feature that provides advanced analytics and insights for Marketing Cloud journeys. It allows you to create custom

dashboards and reports that measure the performance of your journeys based on various metrics, such as engagement, conversion, revenue, etc. You can also filter your data by time range, journey name, version, status, etc. Journey Builder - Journey History shows the history of journey versions, activations, and deactivations, but not the success rate of customers. Reports - Journey Engagement shows the engagement metrics for a specific journey version, such as sent, delivered, open, click, etc., but not the success rate of customers.

NEW QUESTION: 54

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

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

- A. Publication Lists
- B. List Unsubscribes
- C. Journey Builder Sends

Answer: A (LEAVE A REPLY)

Explanation

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

NEW QUESTION: 55

Northern TrailOutfitters is spending daily batch files of customer data to Marketing Cloud via file drops.

When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

Answer: A (LEAVE A REPLY)

Explanation

Verification Activity is the correct answer. This activity allows you to set criteria for an automation to run successfully or fail based on data counts or validation errors. For example, you can use a verification activity to check if the file size or the number of records in a file is greater than zero before processing it. This can help prevent empty files or data points from being imported or processed by your automation. Wait Activity is not a valid option, as this activity only allows you to pause an automation for a specific duration or

until a specific date or time. Skip Automation is not a valid option either, as this option only allows you to skip an automation if it is already running when it is scheduled to run again. You can learn more about this in the Automation Studio Basics module on Trailhead.

NEW QUESTION: 56

Northern Trail Outfitters (NTO) is going through IP address warning and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should NTO use to get this information to refine to its sending methods?

- A.** Recent Email Send Summary
- B.** Email Performance by Domain
- C.** Email Sends by User

Answer: ([SHOW ANSWER](#))

Explanation

The Email Performance by Domain report is an out-of-the-box report that provides information on the email performance of different domains, such as Gmail, Yahoo, Outlook, etc. The report can show metrics such as sends, deliveries, opens, clicks, bounces, unsubscribes, etc., for each domain. The report can also show the percentage of each metric compared to the total number of sends. This report can help marketers understand how different domains handle their emails and refine their sending methods accordingly.

NEW QUESTION: 57

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

Answer: ([SHOW ANSWER](#))

Explanation

Reviewing opens and clicks activity summaries is the best action to evaluate journey performance, as it provides information about how subscribers are engaging with the emails sent from the journey. The activity summaries show metrics such as unique opens, unique clicks, unsubscribes, bounces, and complaints for each email activity in the journey. These metrics can help the marketer assess the effectiveness of the email content, design, and timing.

NEW QUESTION: 58

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. 'Subscribers Not Sent To' report
- C. Not Sent Tracking Extract

Answer: ([SHOW ANSWER](#))

Explanation

Not Sent Tracking Extract is the tool that should provide a list of subscribers who didn't receive the expected emails. Not Sent Tracking Extract is a type of tracking extract that allows you to export data about subscribers who were excluded from an email send due to various reasons, such as suppression lists, publication lists, frequency capping, etc. You can use this tool to identify why some subscribers didn't receive your emails and take corrective actions if needed. `_sent` Data View is a system data view that allows you to query data about subscribers who were sent an email within the last six months. 'Subscribers Not Sent To' report is not a valid report in Marketing Cloud.

NEW QUESTION: 59

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

Answer: ([SHOW ANSWER](#))

Explanation

If you need to send emails to the creative team for proofing as part of an email campaign, you should use Approval Workflow as an automatic flow. This feature allows you to create approval rules and assign approvers for your emails before they are sent. You can also track the status of your approvals and receive notifications when they are completed or rejected. Subscriber Preview is a tool that allows you to preview how your email will look for different subscribers, but it does not send them an email. Content Builder Approvals is a feature that allows you to request feedback on your content from other users within Content Builder, but it does not send them an email either. You can learn more about this in the [Email Approval Process] module on Trailhead.

NEW QUESTION: 60

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

Answer: A (LEAVE A REPLY)

Explanation

Reply Mail Management is a feature that allows marketers to manage the replies to their email campaigns.

Marketers can set up rules to filter out auto-replies, unsubscribe requests, or other types of replies, and route them to different email addresses or folders. [Source: Trailhead]

NEW QUESTION: 61

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

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

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

Answer: A (LEAVE A REPLY)

Explanation

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

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NEW QUESTION: 62

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. Journey Builder and Behavioral Triggers

- B. Automation Studio and Path Optimizer
- C. Automation Studio and Journey Builder

Answer: C (LEAVE A REPLY)

Explanation

Automation Studio and Journey Builder can be used to accommodate this request.

Automation Studio can be used to create an automation that runs daily and injects new records from the data extension into a journey.

Journey Builder can be used to create a journey that sends a customized 'congratulations' email immediately after entry, and then waits for 14 days before sending a review request email. Journey Builder and Behavioral Triggers would not work because behavioral triggers are based on web or mobile app activity, not purchase data. Automation Studio and Path Optimizer would not work because path optimizer is used to test different paths within a journey, not different product recommendations.

NEW QUESTION: 63

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

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

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

Answer: C (LEAVE A REPLY)

Explanation

The Analytics Dashboard is a Journey Builder resource that provides data on all versions of a specific journey's cross-channel performance data. The Analytics Dashboard can show metrics such as audience size, goal attainment, message engagement, channel performance, etc. The Analytics Dashboard can also compare different versions of a journey and show trends over time.

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