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NEW QUESTION: 1

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: 2

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Guided Send
- B. Test Send
- C. User-Initiated
- D. Send Preview

Answer: (SHOW ANSWER)

NEW QUESTION: 3

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

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

(Choose three.)

- A. Review permissions and roles for users accessing Content Builder.

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

Answer: (SHOW ANSWER)

NEW QUESTION: 4

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

Chose 2

- A. None of the above
- B. Group List
- C. Publication List
- D. All subscribers List

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 5

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 WTO 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)

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: 6

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: 7

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 8

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers:

Education Events and Sales. Which feature would the company use?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 9

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

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 10

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

Answer: (SHOW ANSWER)

Explanation

A Filter Activity is an Automation Studio activity that allows marketers to create a filtered data extension based on criteria applied to an existing data extension. A Filter Activity can be scheduled to run automatically on a recurring basis, which will refresh the filtered data extension with the latest data that matches the criteria

NEW QUESTION: 11

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. Rename content to be alphabetical
- D. Create folders and move content

Answer: D (LEAVE A REPLY)

NEW QUESTION: 12

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 13

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, non-sendable data extension named Loyalty Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

- A. Loyalty Member Status

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 14

Which strategy will improve email deliverability? (Choose 3)

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

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

NEW QUESTION: 15

A marketer needs to share report results with a manager.

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

(Choose three.)

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

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

Explanation/Reference:

NEW QUESTION: 16

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

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 17

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

Choose two answers.

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 18

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

- A. Smart capture block
- B. Interactive Email Form block
- C. Einstein content block

Answer: B (LEAVE A REPLY)

Interactive Email Form block is the content block that the team should use to capture information directly from the inbox for some subscribers. Interactive Email Form block allows marketers to create forms within emails that can be filled out and submitted by subscribers without leaving their email clients. The form data can then be stored in a data extension for future use. Smart Capture block is used to create forms within landing pages, not within emails. Einstein Content block is used to display personalized content based on subscriber behavior and preferences, not to capture information from subscribers.

NEW QUESTION: 19

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 20

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 21

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: C (LEAVE A REPLY)

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: 22

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

How should the data be updated?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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](#))

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: 24

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

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

A Filter Activity is an Automation Studio activity that allows marketers to create a filtered data extension based on criteria applied to an existing data extension. A Filter Activity can be scheduled to run automatically on a recurring basis, which will refresh the filtered data extension with the latest data that matches the criteria

NEW QUESTION: 25

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

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

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

Explanation

NEW QUESTION: 26

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

Which activity should be created within Automation Studio?

- A. Automated Send
- B. Send Email
- C. Template Send
- D. Triggered Send

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

NEW QUESTION: 27

NTO has planned cross channel marketing efforts based on how subscriber respond to the email and when the last purchased, NTO is evaluating both automation studio an journey builder for its campaign and are learning towards journey builder due to available activity Which three standard canvas activates are available in journeybuilder, chose three answers

- A. wait until decision split
- B. SQL query activity
- C. post to Facebook
- D. send SMS

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

NEW QUESTION: 28

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: ([SHOW ANSWER](#))

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: 29

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

Answer: (SHOW ANSWER)

Explanation

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

NEW QUESTION: 30

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: 31

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

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

Answer: (SHOW ANSWER)

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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)

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

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 34

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Create a new, friendly From Name for the updated program.
- B. Purge inactive subscribers to avoid high bounce rates.
- C. Send to subscribers, asking for them to confirm opt-in.

Answer: B (LEAVE A REPLY)

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION: 35

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 36

A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior knowledge of SQL. Which tool he would use:

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 37

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

Which Solution can be used to achieve this?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 38

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude anyone who has a 'silver status'.

Which three tools should be used to segment this data?

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

Answer: A (LEAVE A REPLY)

A SQL Query is a tool that allows marketers to manipulate and filter data from data extensions using SQL statements. A SQL Query can be used to find customers who have purchased a camping tent or foldout camper in the last week and exclude those who have a 'silver status'. A Filter Definition is a tool that allows marketers to create filters based on attributes or measures from data extensions. A Filter Definition can be used to apply the SQL Query results to the data extension that contains all customer transactions within the last 90 days. A Journey Builder Entry Source is a tool that allows marketers to define the audience for a journey based on data extensions, filters, or events. A Journey Builder Entry Source can be used to select the filtered data extension as the entry source for the campaign.

NEW QUESTION: 39

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 reply with 'opt out' in the email body to be removed.

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

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

NEW QUESTION: 40

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

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

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

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

NEW QUESTION: 41

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

- A. The editor shows the content of the referenced block
- B. There is no benefit, as both approaches behave the same
- C. AMP Script is only allowed in a paste HTML email
- D. A reference block acts as a pointer to an existing block

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

NEW QUESTION: 42

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

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

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

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

NEW QUESTION: 43

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Send Preview

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 44

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%%

- A. Option C
- B. Option A
- C. Option B

Answer: C (LEAVE A REPLY)

NEW QUESTION: 45

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

Which automation configuration should be used to achieve this?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 46

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

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

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 47

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. Select 'Deduplicate by Email' checkbox.
- C. Mark the field as the Primary Key.

Answer: C (LEAVE A REPLY)

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

NEW QUESTION: 48

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Check the Nullable property for the First Name and Last Name columns
- B. Make the First Name and Last name columns Primary Keys
- C. Ensure the Nullable property is unchecked for the First Name and Last Name columns
- D. Set up a default value for the column

Answer: (SHOW ANSWER)

NEW QUESTION: 49

What is a table within the application database that stores sendable subscriber data as well as relational data like

purchases, inventory, rewards programme data?

- A. Data Table

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

Answer: (SHOW ANSWER)

NEW QUESTION: 50

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

Answer: C (LEAVE A REPLY)

Explanation

Einstein Messaging Insights provides warnings and advice automatically about email sends using artificial intelligence. It analyzes email performance data and identifies issues and opportunities for improvement.

Einstein Copy Insights is a tool that helps generate and optimize email subject lines using natural language processing. Einstein Email Recommendations is a tool that helps deliver personalized product recommendations based on customer behavior and preferences.

NEW QUESTION: 51

Which action will the Validate tool complete when initiated?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 52

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

C. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.

Answer: C (LEAVE A REPLY)

After the file import, using the filter activity to populate shared data extensions that are available to child BUs is the best option to ensure data is available at the child BU level. This way, the parent level BU can import the data once and then filter it based on the criteria for each child BU. The child BUs can then access the shared data extensions without having access to the parent level BU. Using the transfer file activity to move data into data extensions in child BUs would require creating separate files for each child BU and transferring them individually. Creating automations that import the data directly into the child BUs would bypass the parent level BU, but it would also duplicate the import process for each child BU.

NEW QUESTION: 53

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: B (LEAVE A REPLY)

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: 54

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

A. Overview tab in email Studio

B. Tracking tab in Journey Builder

C. Pending tab in Content Builder

Answer: C (LEAVE A REPLY)

NEW QUESTION: 55

A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.

Which two ways should Path Optimizer be configured to select the better subject line?

Choose 2 answers

- A. Split the audience equally and wait at least seven days to select a winner.
- B. Split the audience equally and manually choose the winning path based on EmailEngagement Stats.
- C. Split the audience equally and automatically choose the winning path based on Open Rate.
- D. Split the audience equally and configure a holdback population for a control.

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 56

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. conversion
- B. linkname
- C. alias

Answer: B (LEAVE A REPLY)

The tag that NTO should add to the HTML <a> element to differentiate the links is linkname1. Linkname is an attribute that allows NTO to assign a custom name to each link in their email, which can help them track and measure the performance of each link type2. By using linkname, NTO can see how many clicks each image, text, or URL link received in their email reports3. For example, NTO can use linkname like this:

```
<a href="https://www.nto.com" linkname="logo"> 
</a> <a href="https://www.nto.com" linkname="text"> Click here to visit our website </a>
<a href="https://www.nto.com" linkname="url"> https://www.nto.com </a>
```

Conversion is not the correct answer, as it does not help differentiate the links. Conversion is an attribute that allows NTO to track and measure the revenue generated by each link in their email4.

By using conversion, NTO can see how much sales each link contributed to their email campaigns5. However, conversion does not affect the name or appearance of the links.

Alias is also not the correct answer, as it does not help differentiate the links. Alias is an attribute that allows NTO to assign a friendly name to each link in their email, which can help them improve their email deliverability and reputation. By using alias, NTO can avoid using long or suspicious-looking URLs that may trigger spam filters or deter subscribers from clicking. However, alias does not affect the tracking or reporting of the links.

References := 1: Link Attributes - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email Tracking - Salesforce 4: Conversion Tracking -

Salesforce 5: Conversion Tracking Reports - Salesforce : Alias Tag - Salesforce : Email Deliverability Best Practices for Email Studio
- Salesforce

NEW QUESTION: 57

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

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

NEW QUESTION: 58

If all subscribers reside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

- A. Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- B. Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition
- C. Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- D. Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 59

NTO is having its annual footwear sale, NTO wants to top its revenue from last year sale, the campaign last year was a series of emails targeting NTO customer who expressed a specific interest in footwear, which additional tactic should be enforced NTO targeted segmentation .

- A. images of products that the customers has previously purchased.
- B. content focused on winter sports items for holiday shopping
- C. personalized imagery infused by subscriber's preference.

D. feel good lifestyle imaginary featuring attractive people.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 60

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: (SHOW ANSWER)

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

NEW QUESTION: 61

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

Which action ensures NTO's sending reputation remains intact?

A. Implement an SAP with Private Domain and a Dedicated IP.

B. Request three Dedicated IPs to spread out the sending volume.

C. Request a Private Domain to leverage SPF and DKIM authentication.

Answer: A (LEAVE A REPLY)

Explanation

Implementing an SAP with Private Domain and a Dedicated IP is the best action to ensure NTO's sending reputation remains intact, as it allows NTO to have full control over its sender authentication and IP reputation. A private domain enables SPF and DKIM authentication, which helps to verify the sender's identity and prevent spoofing. A dedicated IP isolates NTO's sending volume and reputation from other customers, which reduces the risk of being affected by their sending practices. Requesting three dedicated IPs or a private domain alone would not provide the same level of protection as an SAP.

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NEW QUESTION: 62

A marketer at NTO must design a targeted email campaign for the company's winter offering, what email best practice should be used

- A. send to the entire subscriber base
- B. personalized email content
- C. using infographic email template
- D. limit email text to be 250 words

Answer: B (LEAVE A REPLY)

NEW QUESTION: 63

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? (Choose two.)

- A. Plan for content to be used cross-channel, eliminating duplicates.
- B. Optimize the way content is stored with a naming convention.
- C. Import all content up front, rather than piece by piece.
- D. Create folders for each type of uploaded content.

Answer: A,B (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 64

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)

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: 65

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

- A. Lists and Audiences

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

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

NEW QUESTION: 66

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

NTO want to improve email open rate to increase subscriber engagement and improve deliverability, what action should NTO take to increase open rates.

- A. include relevant pre header text in every mail
- B. use image not text, to improve email looking and branding
- C. add a clear brief and urgent call to action
- D. Send early in the day to give subscribers more time to check emails

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

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

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

Adding each send email activity to different steps in an automation ensures that each email is fully sent before the next email begins sending. The automation will wait for the completion of each step before moving on to the next one. Including a verification activity between each step is unnecessary and may cause errors. Adding each send email activity to a single step in an automation will send all emails at the same time.

NEW QUESTION: 69

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 70

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)

Explanation

Behavioral Trigger is the correct answer. A behavioral trigger is a type of entry source that allows you to inject contacts into a journey based on their behavior or interaction with your brand. For example, you can use a behavioral trigger to start a journey when a contact makes a purchase on your website, clicks a link in an email, or fills out a form on a landing page. You can learn more about this in the Journey Builder Basics module on Trailhead.

NEW QUESTION: 71

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

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

- A. Create a Test data extension composed of the management team and Test Send to the Test data extension.
- B. 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.
- 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: 72

A marketing manager identified an upcoming email campaign for their team to test different subject voices.

They want to first test with a pilot group and then send the winning subject line out to the remaining customers.

Who should path optimizer be configured to handle these requirements?

- A.** Select winning path three days after journey activation
- B.** Configure a holdback group to be targeted by the winner.
- C.** Place a Random Split before Path Optimizer for the pilot group.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

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](#))

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: 74

A marketer sends an email to a sendable data extension. The data extension has a subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscribers List.

What is a true statement regarding the default email send behavior for a pre-existing subscriber?

- A.** The email will be sent to the email address stored on the data extension.

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

Answer: (SHOW ANSWER)

Explanation/Reference:

NEW QUESTION: 75

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

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

Answer: D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 76

Which type of content can an email content box contain? (Choose 3)

- A. Freelance
- B. A/B Testing
- C. Dynamic
- D. Static
- E. Smart Capture

Answer: (SHOW ANSWER)

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NEW QUESTION: 77

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 into their CRM and want to update records directly when 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)

Journey Builder is a tool that allows marketers to create personalized, cross-channel customer journeys based on real-time behavior and data. Journey Builder can integrate with Salesforce CRM and other systems to update records based on customer actions. For example, a marketer can use a Salesforce Data Event to trigger a journey when a customer registers for an event, and then use a Salesforce Data Update Activity to update the customer's RSVP status when they click a button in the confirmation email

NEW QUESTION: 78

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices?

Choose 2 answers

- A. Include an unsubscribe link in the header or footer of emails.
- B. Ask the subscriber to log in to the Preference Center to confirm opt-out.
- C. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- D. Process every individual's unsubscribe request within 14 business days.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 79

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

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

Answer: C (LEAVE A REPLY)

Explanation

An Import Activity is a type of automation activity that can be used to import data from an external source into a data extension. It supports various file transfer protocols, including Amazon S3 buckets. An Import Activity can be configured to run on a schedule or triggered by an event.

NEW QUESTION: 80

The Northern Trail Outfitters (NTO) marketers want to easily track the performance of NTO's interest and profile data capture journeys.

Which action should the marketer take to evaluate conversion of those journeys?

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

Answer: B (LEAVE A REPLY)

Explanation

The action that the marketer should take to evaluate conversion of those journeys is to define a goal for each journey¹. A goal is a measure of success for a journey, such as a purchase, a subscription, or a registration². By defining a goal for each journey, the marketer can track how many contacts achieved the desired outcome after receiving the email messages in the journey³. The marketer can also compare the goal metrics across different journeys to identify which ones are more effective and optimize them accordingly⁴.

Exporting the journey email analytics is not the correct answer, as it does not help evaluate conversion of those journeys. Exporting the journey email analytics is a feature that allows the marketer to download a CSV file with detailed information about the email performance in a journey, such as sends, opens, clicks, bounces, and unsubscribes. By exporting the journey email analytics, the marketer can analyze the email engagement and deliverability in a journey, but they cannot measure the conversion or outcome of the journey.

Reviewing opens and clicks activity summaries is also not the correct answer, as it does not help evaluate conversion of those journeys. Reviewing opens and clicks activity summaries is a feature that allows the marketer to view the aggregate statistics of the email activity in a journey, such as total opens, unique opens, total clicks, and unique clicks. By reviewing opens and clicks activity summaries, the marketer can monitor the email interaction and interest in a journey, but they cannot measure the conversion or outcome of the journey. References := 1: Define Goals - Salesforce 2: Journey Builder Best Practices - Salesforce 3: Analyze Journey Performance - Salesforce 4: Marketing Cloud Journey Builder: How to Measure Success : Export Journey Email Analytics - Salesforce : Email Activity Summary - Salesforce

NEW QUESTION: 81

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 the team should take to make the edits?

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

Answer: A (LEAVE A REPLY)

The first action the team should take to make the edits is to update email approval status¹. Updating email approval status allows the team to change the status of the email from approved to pending, which enables them to make changes to the email content, subject line, preheader, or sender profile¹. After making the edits, the team can resubmit the email for approval and send it to the business units.

Canceling send using email is not the correct answer, as it does not allow the team to make edits to the email. Canceling send using email is a feature that lets the team stop an email send that is in progress or scheduled for a future date². However, it does not affect the approval status or content of the email.

Unsharing the email is also not the correct answer, as it does not allow the team to make edits to the email. Unsharing the email is a feature that lets the team remove access to the email from other business units³. However, it does not affect the approval status or content of the email. References := 1: Edit an Approved Email - Salesforce 2: Cancel Send Using Email - Salesforce 3: Share Content Across Business Units - Salesforce

NEW QUESTION: 82

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: A (LEAVE A REPLY)

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

NEW QUESTION: 83

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. Configure to return an error message for any email address that does not conform to standard conventions.
- B. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.

- C.** 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.
- 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: A ([LEAVE A REPLY](#))

NEW QUESTION: 84

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

How should the data be imported?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 85

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: ([SHOW ANSWER](#))

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: 86

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.** Multi-Step

- B. Single Send
- C. Transactional Send

Answer: C (LEAVE A REPLY)

NEW QUESTION: 87

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: 88

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero images using the naming convention "Hero_CTA." Which two different methods would ensure click behavior on these images if tracked with this naming convention? Choose 2 answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 89

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

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

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

NEW QUESTION: 90

What's the purpose of the Customized Shortcuts section under the Overview tab of the Email section in Exact Target?

- A. Allows you to view past and pending emails.
- B. Allows you to access your most frequent tasks quickly
- C. Allows you to create Email
- D. Allows you to create custom actions for your marketing.

Answer: (SHOW ANSWER)

NEW QUESTION: 91

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

What tool could they use?

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

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 92

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: C (LEAVE A REPLY)

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: 93

Which is a fundamental component of coding responsive emails?

- A. Span Tags

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 94

Northern Train Outfitters wants to display different content areas based on the subscriber data. What can be used to accomplish this? (Choose 2)

- A. Profile Mapping
- B. Dynamic Content
- C. Personalization Strings
- D. AMPscript

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 95

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 on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

- A. The subscriber will be added to the All Subscribers List with a status of Active.
- B. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.
- C. The email address and Subscriber Key will be added to the All Subscribers List.
- D. The Primary Key and demographic data will be added to the All Subscribers List.

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

NEW QUESTION: 96

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 source channel is available in subscriber data.

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

The correct answer is C because ensuring source channel is available in subscriber data can help NTO configure its welcome series in Journey Builder to honor the opt-in communication method. The source channel can be used as a decision split or an entry filter to send the appropriate message type (email or SMS) to each subscriber. Sending both email and SMS would not honor the opt-in communication method, but rather annoy

the subscribers who only opted in for one channel. Creating one entry source for each messaging channel would not work because a journey can only have one entry source.

NEW QUESTION: 97

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

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

Which feature should the marketing team use to achieve this?

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

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

NEW QUESTION: 98

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

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

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

Answer: ([SHOW ANSWER](#))

Einstein Engagement Scoring provides insights into how changes, such as the color of a CTA button, impact the likelihood of subscribers engaging with emails. It uses predictive analytics to score and segment subscribers based on their engagement behaviors, allowing marketers to see the lift in engagement metrics like click-through rates.

NEW QUESTION: 99

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

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

NEW QUESTION: 100

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: (SHOW ANSWER)

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.

NEW QUESTION: 101

The marketing team wants to test various paths within a journey based on parameters to assess the effectiveness of a new email campaign.

Which tool should be used?

- A. A/B Testing
- B. Path Optimizer
- C. Einstein Engagement Activities

Answer: B (LEAVE A REPLY)

Path Optimizer is a tool that allows marketers to test various paths within a journey based on parameters and assess the effectiveness of each path. Path Optimizer can also automatically select the best performing path and send all contacts through it. [Source: Trailhead]

NEW QUESTION: 102

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment depending on the service customer will receive either one or two emails. The data for the campaign is in the separate data extension, customer ID is a primary key field in both data extensions, which two tools should be used to segment the data. Choose two answers.

- A. filters
- B. send definition
- C. SQL query activity
- D. data extract activity

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 103

A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

- A. Automated send
- B. Template send
- C. Triggered send
- D. Send email

Answer: D (LEAVE A REPLY)

NEW QUESTION: 104

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: B (LEAVE A REPLY)

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

NEW QUESTION: 105

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

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

Answer: D (LEAVE A REPLY)

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