

Salesforce.Marketing-Cloud-Email-Specialist.v2025-05-26.q149

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	149
Version:	v2025-05-26
# of views:	5954
# of Questions views:	1490
https://www.freepdfdumps.com/Salesforce.Marketing-Cloud-Email-Specialist.v2025-05-26.q149.html	

NEW QUESTION: 1

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

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 2

What three methods are used to import data into a data extension?

- A. API, Import Filter, and Import Activity
- B. Import Filter, Import Data, and Automation
- C. Import Wizard, Data Filter, and Import Activity
- D. API, Import Wizard, and Import Activity
- E. API, Data Filter, and Import Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 3

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which

two actions should NTO take in order to utilize their subscribers' location preferences?

Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 4

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

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

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

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

NEW QUESTION: 5

Use the Data Extension Model when (Select 4)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

What is a function of the Content Detective tool?

- A. It helps identify spam triggers in email content and subject lines
- B. It helps display content in a content box
- C. It helps guarantee placement of emails into the inbox
- D. It helps track customer traffic generated by content areas within a email

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

NEW QUESTION: 7

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

a. Character length limit is specified for each field.

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

- A. To ensure data integrity
- B. To determine the correct data type
- C. To save the data extension
- D. To optimize import process speed

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

NEW QUESTION: 8

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](#))

NEW QUESTION: 9

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

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

NEW QUESTION: 10

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

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

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

NEW QUESTION: 11

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: C (LEAVE A REPLY)

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: 12

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

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

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

Answer: (SHOW ANSWER)

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

* Salesforce Marketing Cloud Documentation: Testable Data Extensions

NEW QUESTION: 13

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower. NTO wants to reverse this trend.

How should they improve their engagement rates with unengaged subscribers?"

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 14

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: 15

The email marketing manager at NTO would like to build a new audience that will compile, combine unique subscribers who are in their tent purchases data extension and their tent browser data extension how should these audience be created?

- A. populate a data extension using an SQL query activity in automation studio
- B. export both data extension an import into a data extension
- C. based on a data filter to combine the two data extension
- D. Create a filter activity in automation studio to combine the two data extension

Answer: A (LEAVE A REPLY)

NEW QUESTION: 16

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. Make the First Name and Last name columns Primary Keys
- B. Check the Nullable property for the First Name and Last Name columns
- 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: C (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (**162 Q&As Dumps, 30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 17

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)

To organize Northern Trail Outfitters' email tracking results, creating folders in My Tracking and selecting the appropriate folder when sending an email is the best practice. This helps categorize and manage tracking results efficiently, making it easier to find and analyze specific campaign results.

References:

* Salesforce Marketing Cloud Documentation on My Tracking

NEW QUESTION: 18

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

- A.** Use a Basic, Empty or Themed Template in Content Builder
- B.** Include style="display:block" on all images
- C.** Use inline CSS styling on all HTML elements
- D.** Include @media query CSS in the email

Answer: (SHOW ANSWER)

NEW QUESTION: 19

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

What should be configured to accomplish this request?

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

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

A sender profile is the correct answer. A sender profile is a setting that allows you to configure the from name, from email, and reply email for a send. You can also specify a specific IP address and a subdomain to use for your sender profile. This way, you can send your transactional emails from a different IP address and subdomain than your promotional emails, which can help improve your deliverability and reputation. You can learn more about this in the Email Creation and Sending module on Trailhead.

NEW QUESTION: 20

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: 21

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

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

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

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

NEW QUESTION: 22

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 members' 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? Choose 2 answers

- A. Set the Email Address as the Primary Key
- B. Define the Send Relationship by email address
- C. Mark the "Is Testable" checkbox
- D. Mark the "Is Sendable" checkbox

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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

Choose 3 answers

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

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

NEW QUESTION: 24

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: C (LEAVE A REPLY)

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: 25

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

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

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

Answer: C (LEAVE A REPLY)

The 'Optimize for Gmail' checkbox is not related to the interactive form, but to the email layout and rendering. The characters in the CSS tags are limited to 16kB for all email clients, not just Gmail. The fallback content is the only option that ensures the interactive form displays correctly in Gmail, as it provides an alternative content for email clients that do not support interactive forms. You can learn more about this in the Interactive Email Form module on Trailhead.

NEW QUESTION: 26

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 27

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

What feature should the marketer use?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 28

When using a mobile-optimized template, what causes the mobile layout to display?

- A. A subscriber attribute that dictates a mobile layout preference
- B. The screen size of the device that is used to view the email
- C. The specific device that is used to view the email
- D. The email client detection tracking pixel

Answer: D (LEAVE A REPLY)

NEW QUESTION: 29

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

Which 2 best practices should NTO employ when sending email?

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 30

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: 31

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

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

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

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (**162** Q&As Dumps, **30%OFF** Special Discount: **Freepdfdumps**)

NEW QUESTION: 32

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: 33

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

Which configuration ensure these subscribers do NOT receive these emails?

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

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

NEW QUESTION: 34

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 35

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals?

Choose 2 answers

- A. Send Count
- B. Subject Line
- C. Hyperlinks
- D. From Name

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 36

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Builder

Answer: (SHOW ANSWER)

Journey Builder is the tool that allows marketers to create and manage customer journeys across multiple channels and touchpoints. Journey Builder can also perform A/B testing and random splits to test different versions of messages and paths. [Source: Trailhead]

NEW QUESTION: 37

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior.

Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

- A. Decision Split
- B. Random Split
- C. Engagement Split
- D. Filter Activity

Answer: A (LEAVE A REPLY)

NEW QUESTION: 38

What are 2 ways to improve deliverability?

- A. Buy an email list from a trusted source
- B. Make the From Name and Address recognizable
- C. Add how they subscribed to the list at the bottom of the email
- D. Add your company's name to the subject line

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 39

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 40

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)

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: 41

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. Random Data Extension
- C. SQL query activity

Answer: B (LEAVE A REPLY)

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

NEW QUESTION: 42

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in

this catalogue within a database this data is saved into a data extension in the marketing cloud

and then called into the emails dynamically, each time a change is made to the content a new

updated file is dropped on NTOsftp, a proof email is being send to business stake holders for

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 43

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: B (LEAVE A REPLY)

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: 44

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

Which component should be configured to provide this functionality?

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

Answer: B (LEAVE A REPLY)

Explanation

Send Classification is the correct answer. A send classification is a setting that defines the type, priority, and sender information for an email send. There are three types of send classifications: commercial, transactional, and operational. Transactional send classifications are used for emails that are triggered by a subscriber's action, such as a purchase confirmation or a password reset. Transactional emails are sent to subscribers regardless of their opt-in status, as they are considered essential communications. You can learn more about this in the Email Creation and Sending module on Trailhead.

NEW QUESTION: 45

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 46

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

Answer: C (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 47

What is a capability of a data relationship?

- A. Join data extensions together to create one combined data extension
- B. Join data extensions to filter or segment the fields from data extensions
- C. Join a list and a data extension to filter the combined data
- D. Join three or more data extensions together to create a filtered data extension

Answer: B (LEAVE A REPLY)

NEW QUESTION: 48

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: 49

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

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

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

NEW QUESTION: 50

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

What should be configured to accomplish this request?

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

Answer: ([SHOW ANSWER](#))

A Delivery Profile in Salesforce Marketing Cloud allows you to specify the IP address and subdomain used for sending emails. By configuring a Delivery Profile, NTO can assign a specific IP address and subdomain to ensure that all transactional emails are sent using the desired settings.

NEW QUESTION: 51

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](#))

List Detective is a feature in Salesforce Marketing Cloud that scans email addresses for potential issues such as typos, invalid domains, and addresses that are known to cause

bounces or spam complaints. In this case, List Detective would have identified the typo in "gmail.com" and prevented those emails from being sent to avoid deliverability issues.

References: Salesforce Marketing Cloud Documentation on List Detective

NEW QUESTION: 52

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

Which feature should be used?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 53

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: 54

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. Cancel send using email.
- C. Unshare the email.

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

NEW QUESTION: 55

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until it is approved again.
- B. The send is canceled when the approval is withdrawn.

C. The originally approved version of the email will be sent.

Answer: (SHOW ANSWER)

Explanation

The originally approved version of the email will be sent if the approval is withdrawn after scheduling the send. The withdrawal of approval does not affect the scheduled send, unless the marketer cancels or reschedules it manually. [Source: Trailhead]

NEW QUESTION: 56

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data.

a. 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. Email Performance Over Time Report

B. Pivot table in Datorama Reports

C. Filter Activity in Automation Studio

Answer: B (LEAVE A REPLY)

NEW QUESTION: 57

What are some of the ways that you can maximize your subscriber response with Design?

(Choose 4)

A. Plan for blocked images....use HTML text and web safe fonts....include alt tags

B. Use A/B Testing to see which email works best

C. Test and test again.

D. Design for Mobile

E. Put most important info in upper left quadrant...position logo, call to action.

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

NEW QUESTION: 58

What are some of the acquisition methods to allow for subscribers to opt-in to receiving email? (Choose 3)

A. Subject line recognition.

B. Address Book Strategy

C. In-store loyalty programs.

D. During inbound sales call

E. Email sign up on website

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

NEW QUESTION: 59

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

Choose 2 answers

A. Corresponding call-to-action included in primary message

- B. Use of emojis in preheader text
- C. A mix of old branding with new branding
- D. Mobile optimized emails

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 60

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 61

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

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

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

Answer: A,D (LEAVE A REPLY)

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 62

NTO has the list of platinum members containing 50 thousand subscribers, and a lifetime member list, containing 20 thousand subscribers, 7 thousand subscribers in the lifetime member list also exist in the platinum member list, an email is being deployed to the platinum member but marketing team would now like to send the same email to the lifetime member list what feature should be use when sending the 2nd email to ensure that the 7 thousand subscribers that exist on both list don't receive the same mail twice

- A. separation list
- B. exclusion script
- C. domain exclusion list
- D. exclusion list

Answer: D (LEAVE A REPLY)

NEW QUESTION: 63

The marketing team wants to test various path within 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 in Journey Builder allows marketers to test different paths within a journey based on various parameters. This tool helps in assessing the effectiveness of different emails or other journey steps by comparing how different segments of the audience respond to each path.

NEW QUESTION: 64

Northern Trail Outfitters' analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?

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

Answer: B (LEAVE A REPLY)

To provide the analytics team with data for monitoring email performance across the company, the best approach is to use Tracking Extracts. Tracking Extracts in Marketing Cloud allow users to extract detailed tracking data such as opens, clicks, bounces, and more. This data can be automatically extracted and processed on a daily basis to feed into dashboards and reporting tools.

References:

* Salesforce Help: Tracking Extract

NEW QUESTION: 65

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: ([SHOW ANSWER](#))

NEW QUESTION: 66

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Scale back sending for specific ISPs until the issue subsides.
- C. Broaden segmentation criteria to reach more diverse audiences.

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

NEW QUESTION: 67

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Scheduled Automation
- C. Wait Activity

Answer: ([SHOW ANSWER](#))

Triggered Automation is a feature that allows marketers to run an automation when a file is dropped into a specified location, such as an FTP folder or Enhanced FTP folder.

Triggered Automation can accommodate the setup of NTO's third-party point-of-sale software that sends order information in batches of large files at varying times throughout the day. [Source: Trailhead]

NEW QUESTION: 68

Which send process can use Sender Profiles? (Choose 3)

- A. Simple Automated Sends
- B. Guided Sends
- C. User-Initiated Sends
- D. Test Sends
- E. Triggered Sends

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

Definitions

Triggered Send Definition - A triggered email is a message that Marketing Cloud sends to an individual subscriber

in response to a subscriber action. For example, sending a confirmation message after a customer makes a

purchase is a triggered email.

User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated

subscriber list or data extension in your program.

A user-defined email message interaction occurs when you manually start the send, while a triggered message interaction

occurs in response to an action or API call. To put it in simpler words (TL/DR):

Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message.

Usually used for Transactional

messages (receipt, shipping, etc) and inside of Journeys.

User Initiated Send - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution

or to allow for repeatable scheduling inside of an Automation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION: 69

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last

purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which

three Canvas Activities are available in Journey Builder? Choose 3

answers

A. Query Activity

B. Decision Split

C. Send SMS

D. Post to Facebook

E. Wait Until

Answer: (SHOW ANSWER)

NEW QUESTION: 70

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased.

NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities.

Which three Canvas Activities are available in Journey Builder? Choose 3 answers

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

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

NEW QUESTION: 71

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

- A. Updating an email to reflect changes made in its template can be done in the email properties
- B. A template does not automatically affect emails created from that template
- C. Changes to a template cannot be made once it is saved in the application
- D. Changes to a template are automatically inherited in emails built from that template

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

NEW QUESTION: 72

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

Which method meets their needs?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

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

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: 74

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: ([SHOW ANSWER](#))

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: 75

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

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

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

NEW QUESTION: 76

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Incorrect Sending Relationship
- B. Two fields with "EmailAddress" data type
- C. Failure to choose the send classification

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers**

have been corrected get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 77

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)

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

NEW QUESTION: 78

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

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

NEW QUESTION: 79

Northern Trail Outfitters' marketingteam includes the nearest store to customers in the template of its emails.

This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

- A. Create a file drop automation to initiate when the store's data extension is updated via import.
- B. Create an automation tobegin when Information changes on a store object using a workflow rule.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.

D. Create a scheduled automation to import the file on a recurring basis with store information.

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

NEW QUESTION: 80

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: 81

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

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](#))

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by

other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

* Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION: 83

What is a personalization string?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 84

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

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

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

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

NEW QUESTION: 85

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

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

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

Explanation

Email Overlay View is the area of the application that should provide the data on link performance for a specific email, including Total Clicks and Unique Clicks. Email Overlay View shows a visual representation of your email with metrics for each link, such as how many times it was clicked, by whom, and when. You can access Email Overlay View from the Tracking tab by selecting an email send and clicking on View Email Overlay. Send Performance Tab shows metrics for an email send, such as Sent, Delivered, Opens, Clicks, etc., but not for each link. Tracking Conversions Tab shows metrics for conversions

that occurred as a result of an email send, such as purchases, sign-ups, downloads, etc., but not for each link.

NEW QUESTION: 86

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 87

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

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 88

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

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

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

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

NEW QUESTION: 89

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: (SHOW ANSWER)

To ensure that emails are accessible, the email designer should follow best practices such as using contrasting colors. High contrast between text and background colors helps people with visual impairments or color blindness to read the content more easily. This practice is a key aspect of meeting accessibility standards and making content accessible to a broader audience.

NEW QUESTION: 90

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

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 91

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.

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 92

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)

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: 93

A marketer at Northern Train Outfitters has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers?

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

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

NEW QUESTION: 94

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: (SHOW ANSWER)

NEW QUESTION: 95

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: 96

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- A. Automation Studio
- B. Data Designer
- C. Audience Studio

Answer: B (LEAVE A REPLY)

Data Designer is the tool that should be used to create a sendable data extension from various tables including orders, subscribers, and product line items. Data Designer allows you to create custom data extensions that can be used as an entry source for a journey. It also allows you to join multiple data sources together to create a single data extension. You can find more information about Data Designer and how to use it here: Data Designer. Automation Studio is a tool that allows you to automate tasks such as sending emails, importing files, extracting data, etc. Audience Studio is a tool that allows you to collect and unify data from various sources and create audience segments for personalized marketing.

NEW QUESTION: 97

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 98

Northern Trail Outfitters wants to optimize email engagement.

Which elements could they test using the A/B Test feature?

- A. From Name, Preheader, and Subject Line
- B. From Name, Sender Profile, and Domain
- C. From Name, Preheader, and Dynamic Rules
- D. From Name, Sender Profile, and Subject Line

Answer: A (LEAVE A REPLY)

NEW QUESTION: 99

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.

Which feature allows NTO to easily target this segment?

- A. Filtered Group
- B. Publication List
- C. List Detective
- D. Smart Capture

Answer: A (LEAVE A REPLY)

NEW QUESTION: 100

Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension.

They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment.

What could be used to segment the data?

- A. Synchronized Data
- B. Filter Activity
- C. Query Activity
- D. Data Filter

Answer: D (LEAVE A REPLY)

NEW QUESTION: 101

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

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 102

Select three (3) best practices for interacting with potential and active subscribers?

- A. Only use the email address offered
- B. Always make email opt in required
- C. Make unsubscribing easy
- D. Follow the CAN SPAM Law
- E. Make unsubscribing easy, no more than 4 clicks

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

NEW QUESTION: 103

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

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

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

Answer: B (LEAVE A REPLY)

A double opt-in at signup is the best way to make sure email addresses are valid before adding them to the audience, as it requires the subscriber to confirm their email address by clicking on a link sent to their inbox.

This ensures that the email address is not fake, misspelled, or belongs to someone else. A double opt-in also helps to build trust and consent with the subscriber. A Smart Capture block or a CAPTCHA validation would not verify the validity of the email address, but only capture or filter the input from the form.

NEW QUESTION: 104

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

What should NTO configure in Path Optimizer?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 105

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

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

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

Answer: A (LEAVE A REPLY)

For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

NEW QUESTION: 106

Which strategy will improve email deliverability? (Choose 3)

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

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

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 107

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech" How can this process be automated?

- A. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- B. Add the Pref1-Tech Data Filter to an Automation
- C. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- D. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 108

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

What tools should be used to accomplish this?

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

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

NEW QUESTION: 109

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

What should the marketer do in order to accomplish this?

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

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

To run a journey multiple times a day based on newly compiled data, the marketer should set up an automation to populate the Entry Source Data Extension. This ensures that the latest data is always available to trigger the journey. The automation can be scheduled to run at the desired frequency, ensuring the journey starts with the updated data. Salesforce Marketing Cloud documentation on Automation Studio and Journey Builder entry sources provides detailed instructions on setting up and managing such workflows.

NEW QUESTION: 110

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

- A. Journey Builder and Engagement Split
- B. Automation studio and Query Activity
- C. Salesforce CDP and Einstein Engagement Scoring

Answer: A (LEAVE A REPLY)

Journey Builder and Engagement Split are no-code features that can be used to accomplish this scenario.

Journey Builder is a tool that allows marketers to create personalized customer journeys across channels and devices. An Engagement Split is a type of decision split that evaluates how a subscriber interacted with an email, such as opening or clicking. Based on the outcome, the subscriber can be routed to different paths in the journey.

NEW QUESTION: 111

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

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

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 112

How can AMPscript customize email messages?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 113

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain"?

- A. Undeliverable
- B. Hard Bounce
- C. Soft Bounce
- D. Blocked Bounce

Answer: B (LEAVE A REPLY)

NEW QUESTION: 114

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 in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context of Northern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data, which would result in inaccurate reports.

References:

* Salesforce Marketing Cloud Documentation: Verification Activity

NEW QUESTION: 115

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

Which automation configuration should be used to achieve this?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 116

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: (SHOW ANSWER)

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: 117

Which file type delimiter is available in the Import Wizard? (Choose 3)

- A. Fixed Length
- B. Pipe
- C. Comma
- D. Tab
- E. Other

Answer: (SHOW ANSWER)

NEW QUESTION: 118

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible.

Choose two answers

- A. use custom corporate font to match NTO brand
- B. add background colors that match branding
- C. let them be completely image based
- D. style or text for when images do not display automatically

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 119

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? (Choose three.)

- A. Use image-based text for hero graphics.

- B. Cut content to make the message fit above the fold.
- C. Keep copy simple and direct.
- D. Stack the content in a single column.
- E. Design with the most important content at the top.

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

Explanation/Reference:

NEW QUESTION: 120

Northern Trail Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Automation Studio
- B. Playbooks/Journey builder
- C. Triggered Emails
- D. Guided Send

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

NEW QUESTION: 121

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

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

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

Answer: ([SHOW ANSWER](#))

Interactive Email Forms might not be fully supported in all email clients, including Gmail. To ensure a better user experience, the email developer should configure fallback content for Gmail. This ensures that if the interactive form cannot be displayed, an alternative static content is shown instead, maintaining the email's functionality and message.

References:

* Salesforce Marketing Cloud Documentation: Interactive Email Forms

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers**

have been corrected get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 122

An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns. What steps would the marketer take when creating the data extension? (Choose 2)

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

Answer: (SHOW ANSWER)

NEW QUESTION: 123

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production emails are sent with the TACO prefix.

- A. In Send Management, add the word TACO to the Auto-Suppression Rules.
- B. In the Subject/Preheader Validation section of Email Studio, add the word TACO.
- C. In Send Classifications, delete TACO from the available classification options.

Answer: B (LEAVE A REPLY)

The option that NTO should choose to ensure no production emails are sent with the TACO prefix is B. In the Subject/Preheader Validation section of Email Studio, add the word TACO1. Subject/Preheader Validation is a feature that allows NTO to set rules and conditions for validating the subject line and preheader text of their emails before sending them1. By adding the word TACO to the Subject/Preheader Validation section, NTO can prevent any email with the TACO prefix in the subject line from being sent, and receive an error message instead1. This way, NTO can avoid sending test emails to their production audience by mistake.

A: In Send Management, add the word TACO to the Auto-Suppression Rules is not the correct answer, as it does not ensure no production emails are sent with the TACO prefix. Auto-Suppression Rules are a feature that allows NTO to automatically exclude subscribers from email sends based on certain criteria, such as email address, domain, or attribute value2. By adding the word TACO to the Auto-Suppression Rules, NTO can exclude any subscriber who has the word TACO in their email address or other fields, but they cannot exclude any email that has the TACO prefix in the subject line.

C: In Send Classifications, delete TACO from the available classification options is also not the correct answer, as it does not ensure no production emails are sent with the TACO

prefix. Send Classifications are a feature that allows NTO to define the settings and attributes of an email send, such as the sender profile, delivery profile, CAN-SPAM classification, and priority³. By deleting TACO from the available classification options, NTO can remove any send classification that has the word TACO in its name or description, but they cannot remove any email that has the TACO prefix in the subject line.

References := 1:

Subject/Preheader Validation - Salesforce 2: Auto-Suppression Rules - Salesforce 3: Send Classifications - Salesforce

NEW QUESTION: 124

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

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

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

NEW QUESTION: 125

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: 126

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

How can this be accomplished most efficiently?

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

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

NEW QUESTION: 127

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

- A. Delivery profiles
- B. An script lookups
- C. sender's profile
- D. dynamic content

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

NEW QUESTION: 128

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

- A. Contact Builder
- B. SQL Query Activity
- C. Data Filters
- D. Audience Builder

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 129

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake.

The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. Contact Event Entry Source
- B. CloudPages Entry Source

C. API Event Entry Source

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 130

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](#))

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: 131

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: 132

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

- A.** Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- B.** Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C.** Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition
- 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: C (LEAVE A REPLY)

NEW QUESTION: 133

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)

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: 134

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

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 135

Which is a benefit of Quick Send?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 136

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active. Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Overwrite
- C. Add and Update

Answer: (SHOW ANSWER)

Overwrite is the best import option to ensure the data extension only contains currently active customers, as it deletes all existing records in the data extension and replaces them with the new records from the import file.

This ensures that only customers who are included in the daily feed remain in the data extension. Append or Add and Update would not work for this scenario, as they would either add new records without deleting old ones or update existing records without deleting old ones.

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)

NEW QUESTION: 137

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.

Which text should be used for the call-to-action button to drive the most engagement?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 138

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

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

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

Answer: B (LEAVE A REPLY)

Send throttling can help NTO achieve this send while keeping deliverability metrics in mind by limiting the number of emails sent per hour to each ISP or domain. Einstein Engagement Frequency can help optimize the send frequency for each subscriber, but not for each ISP or domain. Sender Authentication Package can help improve sender reputation and email deliverability, but not address the issue of sending a large volume of emails at once.

NEW QUESTION: 139

Select three (3) best practices for interacting with potential and active subscribers?

- A. Follow the CAN SPAM Law
- B. Make unsubscribing easy
- C. Only use the email address offered
- D. Always make email opt in required
- E. Make unsubscribing easy, no more than 4 clicks

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

NEW QUESTION: 140

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

What should the marketer do in order to accomplish this?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 141

Northern Train Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

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

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

NEW QUESTION: 142

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

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

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

NEW QUESTION: 143

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to subscribers on the Profile Center
- D. The attribute is not available to other users in the account

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

NEW QUESTION: 144

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Butter

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 145

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

How can this be achieved?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 146

A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.

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

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

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

Explanation

NEW QUESTION: 147

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 148

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

Which automation configuration should be used to achieve this?

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

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

NEW QUESTION: 149

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

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

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

Answer: ([SHOW ANSWER](#))

Valid Marketing-Cloud-Email-Specialist Dumps shared by Actual4test.com for Helping Passing Marketing-Cloud-Email-Specialist Exam! Actual4test.com now offer the **newest Marketing-Cloud-Email-Specialist exam dumps**, the Actual4test.com Marketing-Cloud-Email-Specialist exam **questions have been updated** and **answers have been corrected** get the **newest** Actual4test.com Marketing-Cloud-Email-Specialist dumps with Test Engine here: https://www.actual4test.com/Marketing-Cloud-Email-Specialist_examcollection.html (162 Q&As Dumps, **30%OFF Special Discount: Freepdfdumps**)