

# Salesforce.Marketing-Cloud-Email-Specialist.v2026-04-13.q74

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## NEW QUESTION: 1

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

What should the marketer do to prevent this problem?

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

**Answer: (SHOW ANSWER)**

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the Send Throttling documentation.

## NEW QUESTION: 2

NorthernTrail 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: (SHOW ANSWER)**

Implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP ensures that Northern Trail Outfitters has full control over their sending reputation. Sharing IP addresses with other customers can affect sending reputation due to

the actions of others on the same IP. A Dedicated IP helps isolate NTO's sending reputation, while a Private Domain ensures proper authentication with SPF and DKIM, both of which are essential for maintaining a good sending reputation.

References:Salesforce Marketing CloudDocumentation on Sender Authentication Package

### **NEW QUESTION: 3**

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)**

As a good first step in adding automation to its email marketing, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This ensures that the data is always up-to-date and accurate, forming the foundation for all subsequent automated campaigns and decisioning processes.

References:

\* Salesforce Marketing Cloud Documentation on Automation Studio

### **NEW QUESTION: 4**

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

What should be used to achieve this?

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

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

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

### **NEW QUESTION: 5**

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis.

The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile Which action should they take to execute the campaign?

- A.** Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B.** Use Automation Studio Filtering, Messaging, and wait activities.

**C.** Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

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

To execute complex campaigns with multiple messages in both Email and Mobile, marketers can use Automation Studio for querying and segmenting data from multiple data extensions. Journey Builder can then be utilized for orchestrating the messaging and flow control activities. This combination leverages the strengths of both tools to manage daily sends and complex campaign workflows. For detailed guidance, see the Automation Studio and Journey Builder documentation.

#### **NEW QUESTION: 6**

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

What should NTO do to simplify the journey?

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

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

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Exit Criteria

#### **NEW QUESTION: 7**

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: 8**

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)**

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

### **NEW QUESTION: 9**

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

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

What is the source of the duplicate subscriber key?

**A.** Triggered Send Managed Lists

**B.** Global Unsubscribe List

**C.** Auto Suppression List

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

The Auto Suppression List in SFMC is used to automatically suppress subscribers who meet certain criteria, including those with a status of 'Held'. When a subscriber is marked as 'Held', it means that the system has detected delivery issues with that email address, such as a hard bounce. This can cause the subscriber key to appear twice in the `_subscribers` data view, once with the status 'Active' and once with 'Held'.

References: Salesforce Marketing Cloud Documentation on Auto Suppression Lists

### **NEW QUESTION: 10**

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

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

**A.** Unshare the email.

**B.** Withdraw email approval.

**C.** Cancel send using email.

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

In Salesforce Marketing Cloud, once an email is approved using Content Builder Approvals, any subsequent changes require the approval to be withdrawn first. This ensures that any modifications are tracked and re-approved if necessary. By withdrawing the email approval, you can make the necessary changes and then resubmit the email for approval. Reference: Salesforce Marketing Cloud Documentation on Content Builder Approvals.

**NEW QUESTION: 11**

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

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

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

To import an encrypted file and decrypt it into a data extension, you should use the 'Manage File' activity within the File Transfer functionality of Automation Studio. This activity allows you to handle file decryption during the import process, ensuring that the data is securely imported and decrypted for use in your data extension.

References:Salesforce Marketing Cloud Documentation on FileTransfer

**NEW QUESTION: 12**

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: A (LEAVE A REPLY)**

For segmenting Platinum loyalty members from a larger data extension, the optimal process is to use Automation Studio to run a query. This query will filter the specific 100,000 Platinum members into a new data extension, ensuring only the qualified members are included in the journey.

Reference:Salesforce Marketing Cloud Documentation on Automation Studio SQL Queries

**NEW QUESTION: 13**

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

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

- A. 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: B (LEAVE A REPLY)**

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: 14**

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

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

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

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

Reference: Salesforce Marketing Cloud Documentation on Auto-Suppression Lists

#### **NEW QUESTION: 15**

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

Which three tools should be used to segment this data?

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

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

To segment data based on specific criteria such as recent purchases and excluding certain customer statuses, Northern Trail Outfitters should use the following tools:

- \* SQL Query: This tool allows for complex data manipulation and filtering. You can write a query to select customers who purchased a camping tent or foldout camper in the last week and exclude those with a 'silver status'.
- \* Filter Definition: This tool can be used to create a filter based on the SQL query results to further refine the target audience.
- \* Journey Builder Entry Source: This can be used to input the segmented data into a journey for further actions, such as sending targeted emails.

Reference: Salesforce Marketing Cloud Documentation on SQL Queries, Filter Definitions, and Journey Builder Entry Sources

### NEW QUESTION: 16

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

**Answer: (SHOW ANSWER)**

Reference:Salesforce Documentation - AMPscript

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### NEW QUESTION: 17

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 Emailaddress field as primary key.
- C. Select the 'Use for triggered send' checkbox.

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

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference:Salesforce Marketing Cloud Documentation - Triggered Sends

### NEW QUESTION: 18

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

Where should the marketer cancel the send?

- A. Tracking tab in Journey Builder
- B. Overview tab in Email Studio
- C. Pending tab in Content Builder

**Answer: (SHOW ANSWER)**

Reference: Salesforce Marketing Cloud Documentation on Email Studio Overview and Send Management

### NEW QUESTION: 19

Following a batch email send, Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- B. Navigate to the Job Links tab in My Tracking and update the URL.
- C. Navigate to URL Expiration in Setup and update the URL.

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

In Salesforce Marketing Cloud, to update an email link's URL after the email has been sent, you should navigate to the Job Links tab in My Tracking. This allows you to modify the URLs of links in sent emails, ensuring the correct destination for your recipients even after the email is delivered.

Reference: Salesforce Marketing Cloud Documentation on Updating Sent Email Links

### NEW QUESTION: 20

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

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

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

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

When the file delivery cadence changes to multiple times a day, it is efficient to replace the existing schedule-based automation with a File Drop automation. This setup triggers the automation whenever a file matching a specific filename pattern is dropped into the SFTP, thereby minimizing network usage and ensuring timely processing of the files as they are received.

Reference:Salesforce Marketing Cloud Documentation on File Drop Automations

**NEW QUESTION: 21**

Northern Trail outfitter wants to use an AI-based approach to target subscribers who aren't receiving too many emails but are engaging constantly with the emails sent to them. Which feature should help achieve this?

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

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

To target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them, Northern Trail Outfitters should use Einstein Engagement Frequency. This feature uses AI to analyze and predict the optimal number of emails each subscriber should receive to maximize engagement without causing fatigue. It helps marketers balance their sending frequency to maintain high engagement levels.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Frequency

**NEW QUESTION: 22**

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website. Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package
- C. Web Collect Sign-Up Form

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

Send Throttle is a feature in Salesforce Marketing Cloud that allows marketers to control the rate at which emails are sent. This can help manage and distribute the load on the website by pacing the influx of visitors, preventing potential server overload and ensuring a smoother user experience.

References:Salesforce Marketing Cloud Documentation on Send Throttling

**NEW QUESTION: 23**

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- B. Leverage Einstein for content tagging.

C. Use nested tags to create hierarchies.

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

Using nested tags to create hierarchies allows for a more organized and structured tagging system. This approach reduces the number of tags per asset by grouping related tags under broader categories, making it easier to filter and search for specific content. This method maintains the necessary granularity while improving manageability. Salesforce Marketing Cloud documentation on Content Builder provides guidance on setting up and using nested tags effectively.

#### **NEW QUESTION: 24**

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: B (LEAVE A REPLY)**

When importing a daily feed of active customers into a data extension, the "Overwrite" option should be used to ensure that the data extension only contains currently active customers. This import option replaces the entire data extension with the new data, removing any records that do not appear in the latest feed and ensuring that only the most current and relevant data is retained.

References:

Salesforce Marketing Cloud Documentation on Data Extension Import Types

#### **NEW QUESTION: 25**

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

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

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

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

The Data Retention Policy feature in Salesforce Marketing Cloud allows for the automatic deletion of records from a data extension after a specified period. For Northern Trail Outfitters, setting a Data Retention Policy to delete records after 30 days ensures that nonregistered customers' contact information is automatically removed, maintaining compliance with data protection policies.

Reference: Salesforce Marketing Cloud Documentation on Data Retention Policies

**NEW QUESTION: 26**

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity is used to make status updates.
- B. The Update Contact Activity is used to make status updates.
- C. The entry source's data extension has a primary key and subscriber key.

**Answer: (SHOW ANSWER)**

For monitoring customer status and making decisions within a journey in Salesforce Marketing Cloud, the entry source's data extension must have a primary key and a subscriber key. These keys ensure that the data is properly linked to the contact, allowing the journey to reference and update status data accurately as the contact flows through the journey.

Reference: Salesforce Marketing Cloud Documentation on Data Extensions and Keys

**NEW QUESTION: 27**

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

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

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

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

Reference: Salesforce Documentation - Journey Builder Goals

**NEW QUESTION: 28**

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

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

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

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

To honor the opt-in communication method of subscribers in Journey Builder, Northern Trail Outfitters (NTO) should create one Entry Source for each messaging channel (email and SMS). This ensures that the journey can differentiate and respect the preferred communication method of each subscriber based on how they opted-in. Each entry source

can then be used to trigger the appropriate welcome series content for the respective channel. Reference:Salesforce Marketing Cloud Documentation

### **NEW QUESTION: 29**

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

- A.** Schedule report and email file to the director.
- B.** A Schedule report and email the link to download.
- C.** Schedule report to export as a web page.

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

To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the file directly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.

Reference:

Salesforce Marketing Cloud Documentation: Schedule Reports

### **NEW QUESTION: 30**

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

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

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

### **NEW QUESTION: 31**

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

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

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

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the field as the Primary Key. By setting the Email Address field as the Primary Key, Salesforce Marketing Cloud enforces uniqueness for this field within the data extension, preventing duplicate email addresses from being entered.

References:

Salesforce Marketing Cloud Documentation: Data Extensions

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### NEW QUESTION: 32

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

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

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

**Answer: (SHOW ANSWER)**

To understand the metrics of email sends on a data level, particularly during IP address warming, the "Email Performance by Domain" report should be used. This report provides detailed insights into how emails are performing across different domains, which is crucial for identifying and addressing deliverability issues during the IP warming process.

References:

Salesforce Help: Email Performance by Domain Report

Salesforce Marketing Cloud: Understanding Email Deliverability

### NEW QUESTION: 33

A healthcare company imports its patient portal registrations at the parent level business unit (BU).

The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

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

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

**Answer: (SHOW ANSWER)**

To ensure that individual office locations have access to patient portal registration data without accessing the parent level BU, the marketing team can use the filter activity after the fileimport to populate shared data extensions. These shared data extensions can be set up to be available to child BUs, allowing data access while maintaining data security and separation between BUs.

References:

Salesforce Marketing Cloud Documentation on Shared Data Extensions

Salesforce Marketing Cloud Documentation on Filter Activities

### **NEW QUESTION: 34**

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 "gmai.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 "gmai.com" and prevented those emails from being sent to avoid deliverability issues.

References: Salesforce Marketing Cloud Documentation on List Detective

### **NEW QUESTION: 35**

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

Which activity is missing?

- A.** Fire Event
- B.** Import File

### C. File Transfer

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

If the file is not showing up on the SFTP after a successful data extract, the missing activity is likely the File Transfer activity. This activity is responsible for moving the extracted .csv file to the appropriate directory on the SFTP server. Without this step, the file will not be transferred to the SFTP location.

References:

Salesforce Marketing Cloud Documentation on File Transfer Activity

### NEW QUESTION: 36

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

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

- A. Make the call-to-action button that links to the feedback form bigger and with red background
- B. Replace call-to-action with interactive Email Form
- C. A Salesforce Survey block called in by an AMPscript function.

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

Interactive Email Forms can significantly increase engagement and response rates by allowing recipients to complete forms directly within the email. For a post-purchase feedback campaign, including an interactive form where customers can provide their feedback without leaving the email can make the process more convenient and likely to yield higher response rates.

References: Salesforce Marketing Cloud Documentation on Interactive Email Forms

### NEW QUESTION: 37

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

Which additional issues should they consider?

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

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

When troubleshooting why an email was not sent to a portion of the audience, it's important to consider several factors beyond unsubscribes or held statuses. Bounced contacts from previous sends could be a significant reason why emails are not delivered. Bounces occur when an email cannot be delivered to an email address, which could be due to various reasons like an invalid email address or the recipient's mailbox being full.

Reference: Salesforce Marketing Cloud Documentation

**NEW QUESTION: 38**

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers. Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Collect emails at offline activities, including in stores.
- C. Send an email to NTO's entire customer database asking for referrals.

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

Collecting emails at offline activities, such as in-store events or other physical locations, is a best practice for increasing subscribers. It ensures that the emails collected are from individuals who are genuinely interested in the brand and are more likely to engage with email communications. This method also helps to maintain the quality and relevance of the email list.

References: Salesforce Marketing Cloud Documentation on Subscriber Acquisition Best Practices

**NEW QUESTION: 39**

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)**

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: 40**

The marketing team wants to target subscribers with a 'thank you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

- A. Total Opens measure
- B. \_Open data view
- C. Tracking Data Extract

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

The \_Open data view in Salesforce Marketing Cloud contains detailed information about all email opens, including subscriber data and timestamps. This data view can be queried to identify subscribers who have opened emails within a specific timeframe, such as the past year, to target them with a "thank you" offer.

Reference:Salesforce Marketing Cloud Documentation on Data Views

**NEW QUESTION: 41**

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: C (LEAVE A REPLY)**

To make edits to an email that has already been approved and shared with multiple business units, the first step is to unshare the email. This action allows the original team to make the necessary changes without affecting the shared content in other business units. Once the edits are made, the email can be re-approved and shared again.

References:Salesforce Marketing Cloud Documentation on Content Builder Approvals

**NEW QUESTION: 42**

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: (SHOW ANSWER)**

A Send Classification in Salesforce Marketing Cloud (SFMC) is configured to handle various sending parameters, including the ability to send transactional emails. Transactional emails must be sent regardless of the subscriber's status, including if they have unsubscribed. This is crucial for communications such as recall notices, where the information is considered essential. Send Classifications have a setting specifically for transactional emails which ensures that these emails bypass the standard unsubscribe list.

References:Salesforce Marketing Cloud Documentation on Send Classification

**NEW QUESTION: 43**

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

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

**Answer: (SHOW ANSWER)**

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

Reference: Salesforce Marketing Cloud Documentation - Journey Builder

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

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send. Which out-of-the-box report provides what NTO needs?

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

**Answer: (SHOW ANSWER)**

Reference: Salesforce Marketing Cloud Documentation on Account Send Summary Report

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

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that email customers to ask for feedback on their most recent shopping experience. What should the NTO marketing team include in the email design to encourage a high response rate?

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

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

To encourage a high response rate in a post-purchase campaign email, Northern Trail Outfitters' marketing team should include an Interactive Email Form that links to a confirmation page. Interactive Email Forms allow customers to provide feedback directly within the email, reducing the friction of navigating to an external site. This ease of interaction typically results in higher engagement and response rates.

Reference: Salesforce Marketing Cloud Documentation on Interactive Email Forms

**NEW QUESTION: 46**

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

What contributes to these unsubscribe reasons?

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

**Answer: (SHOW ANSWER)**

Reference: Salesforce Marketing Cloud Documentation on List-Unsubscribe Header and Unsubscribe Management

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**NEW QUESTION: 47**

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

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

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

**Answer: (SHOW ANSWER)**

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

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

Reference: Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

**NEW QUESTION: 48**

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

How should the automation workflow be built to accomplish this?

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

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

To ensure that each email is fully sent before the next begins, each Send Email activity should be added to different steps in the automation. This sequential approach ensures that the next email activity will not start until the previous one has completed. This method is supported by Salesforce Marketing Cloud's documentation on building automations in Automation Studio, where the best practices for structuring sequential email sends are described.

#### **NEW QUESTION: 49**

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)**

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

#### **NEW QUESTION: 50**

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

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

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

To automatically refresh a filtered data extension on a scheduled basis, a marketer should use a Filter Activity in Automation Studio. This activity allows you to apply a filter to a source data extension and save the filtered results to a target data extension. By

scheduling this activity within an automation, you can ensure that the filtered data extension is refreshed automatically at the desired frequency, such as daily before sending an email.

Reference:Salesforce Marketing Cloud Documentation on Automation Studio and Filter Activities

### **NEW QUESTION: 51**

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

**Answer: (SHOW ANSWER)**

Data Retention Policies in Salesforce Marketing Cloud allow you to automatically manage the retention and deletion of data within data extensions. This feature can be configured to delete records after a specified period, such as 30 days, ensuring that non-registered customer information is automatically removed in compliance with data management policies.

Reference:Salesforce Marketing Cloud Documentation on Data Retention Policies

### **NEW QUESTION: 52**

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. Manual Engagement
- C. Web Conversion

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

Reference:Salesforce Documentation - Path Optimizer

### **NEW QUESTION: 53**

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

Which feature should NTO use?

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

**Answer: (SHOW ANSWER)**

Einstein Content Selection uses AI to automatically select and deliver the most relevant content to each subscriber, increasing engagement and click rates. For Northern Trail

Outfitters, this feature can help personalize holiday promotional emails based on individual subscriber engagement. More information can be found in the Einstein Content Selection documentation.

**NEW QUESTION: 54**

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

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

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

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

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

Reference: Salesforce Marketing Cloud Documentation on Subject and Preheader Validation

**NEW QUESTION: 55**

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

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

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

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

To address the increase in unsubscribes without eliminating planned emails, the marketer should use a Frequency Split. The Frequency Split activity in Journey Builder helps marketers segment their audience based on how frequently they want to receive emails. By focusing on subscribers who are least likely to unsubscribe, the marketer can continue their email campaigns while reducing the risk of further unsubscribes.

Reference: Salesforce Marketing Cloud Documentation on Frequency Split in Journey Builder

**NEW QUESTION: 56**

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: C (LEAVE A REPLY)**

To import the Not Sent extract into a data extension and use it as an exclusion audience, the correct sequence of steps in Automation Studio involves:

\* Tracking Extract to get the Not Sent data,

\* File Transfer to move the extracted file to the safehouse or appropriate location,

Reference: Salesforce Marketing Cloud Documentation on Automation Studio Activities

### **NEW QUESTION: 57**

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

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

**A.** conversion

**B.** linkname

**C.** alias

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

To differentiate how each type of link performs in an email, Northern Trail Outfitters should add the

"linkname" tag to the HTML <a> element. The "linkname" tag helps track and differentiate the performance of various links by assigning unique identifiers to each link, which can then be analyzed in reporting.

Reference:

Salesforce Marketing Cloud Documentation: Link Tracking

### **NEW QUESTION: 58**

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

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

**A.** Publication Lists

**B.** List Unsubscribes

**C.** Journey Builder Sends

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

Publication Lists in Salesforce Marketing Cloud are used to manage subscriber preferences at a thematic level. They allow subscribers to opt-in or opt-out of specific categories of communication without impacting their overall subscription status. This feature is particularly useful for managing preferences across different types of content or campaigns. The use of Publication Lists is documented in Salesforce Marketing Cloud's official documentation on managing subscriber preferences and publications.

**NEW QUESTION: 59**

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Content Detective
- C. Subscriber Preview

**Answer: (SHOW ANSWER)**

Content Detective is a tool in Salesforce Marketing Cloud that helps identify words, phrases, and patterns in email content that may trigger spam filters. By running Content Detective before sending an email, the marketing team can get insights and suggestions on how to modify the content to avoid common spam triggers, improving email deliverability.

References: Salesforce Marketing Cloud Documentation on Content Detective

**NEW QUESTION: 60**

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

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

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

To improve searching and filtering in Content Builder, marketers should add descriptive tags to each asset upon creation. Tags provide a way to categorize and quickly retrieve assets based on specific keywords or themes, enhancing organization and efficiency in locating content.

References:

\* Salesforce Marketing Cloud Documentation on Content Builder Organization

**NEW QUESTION: 61**

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

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

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

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

Reference: Salesforce Documentation - SQL Query Activity

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### **NEW QUESTION: 62**

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

Where should they find this dashboard?

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

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

To view a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days, Northern Trail Outfitters' leadership should look at Datorama Reports - Journey Performance. This tool provides comprehensive insights and performance metrics for journeys, including success rates and engagement over specified time periods.

References:

Salesforce Marketing Cloud Documentation on Datorama Reports

### **NEW QUESTION: 63**

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview & Test Content Personalization options should be used?

- A. Based on Recipient test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

**Answer: (SHOW ANSWER)**

To send emails to all 20 members of the creative team for proofing as part of an email campaign, the marketer should use the "Based on Subscriber Preview List or Data Extension" option in Preview & Test Content Personalization. This allows the marketer to create a specific list or data extension containing the email addresses of the creative team members, ensuring that each team member receives the test email for review.

Reference: Salesforce Marketing Cloud Documentation on Preview & Test Content Personalization

**NEW QUESTION: 64**

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)**

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

\* Salesforce Marketing Cloud Documentation: Sender Profiles

**NEW QUESTION: 65**

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

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

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

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

Block bounces are a critical metric to analyze when assessing sender reputation. High block bounce rates indicate that emails are being rejected by ISPs due to issues such as poor list quality, spam complaints, or reputation problems. This metric can provide insight into the health of your sender reputation and whether the recent import of subscribers may have negatively impacted it. This approach is verified in Salesforce Marketing Cloud documentation on monitoring and maintaining sender reputation.

**NEW QUESTION: 66**

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: 67**

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.** Broaden segmentation criteria to reach more diverse audiences.
- C.** Scale back sending for specific ISPs until the issue subsides.

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

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference:

Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

### **NEW QUESTION: 68**

Northern Trail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number sent 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.** Auto-Suppression Lists
- B.** Bounce Mail Management
- C.** List Detective

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

### **NEW QUESTION: 69**

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: (SHOW ANSWER)**

Reference: Salesforce Marketing Cloud Documentation on Random Data Extensions

**NEW QUESTION: 70**

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. MobileResponsive
- 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.

Reference: Salesforce Marketing Cloud Documentation on Mobile Optimization and Responsive Design

**NEW QUESTION: 71**

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.

Whoshould path optimizer be configured to handle these requirements?

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

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

Reference: Salesforce Marketing CloudDocumentation on Path Optimizer and Holdback Groups

**NEW QUESTION: 72**

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

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

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

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

Reference:Salesforce Documentation - Datorama Reports for Marketing Cloud

**NEW QUESTION: 73**

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

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

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

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

A key differentiator for requiring a dedicated IP address is the sending volume. When an organization sends more than 250,000 emails per month, it benefits from a dedicated IP to establish a consistent sender reputation, which can improve deliverability rates and sender reputation management.

Reference:Salesforce Marketing Cloud Documentation on Dedicated IP Addresses

**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)**

Reference:Salesforce Documentation - Automation Studio Activities

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