



Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

NEW QUESTION 1

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder?
Choose 2 answers

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

Answer: AD

NEW QUESTION 2

What is a capability of a data relationship?

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

Answer: D

NEW QUESTION 3

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Choose the appropriate date format.
- B. Name the new import definition.
- C. Map the attributes in the file.
- D. Select the delimiting character.

Answer: C

NEW QUESTION 4

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.
Which tool should a team with no SQL knowledge or support use?

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

Answer: D

NEW QUESTION 5

Northern Trail Outfitters (NTO) sent an email with a Conversion Tracking Link that links to a promotion page in the NTO website. How can the marketing team review conversions for a specific email send?

- A. Run a Conversion Report for this tracking link
- B. View Conversions tab of the email send's tracking page
- C. Select Conversion Data from the Tracking menu
- D. Create a Query Activity using Conversions Data View

Answer: B

NEW QUESTION 6

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

- A. AMPscript Lookups
- B. Dynamic Content
- C. Sender Profile
- D. Delivery Profile

Answer: A

NEW QUESTION 7

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder?
Choose 3 answers

- A. Create a folder structure prior to importing assets.
- B. Import duplicate copies of content for different messages or groups.
- C. Establish a naming convention optimized for search.
- D. Review permissions and roles for users accessing Content Builder.

E. Focus on creating and importing content for one primary channel.

Answer: ACD

NEW QUESTION 8

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. they are like Suppression lists; list of subscribers that don't want to receive your communications.
- B. subscribers who have a status (active, bounced, held, unsubscribed)
- C. May be subscribers who want to continue receiving messages.
- D. You select an Exclusion List at the time of send

Answer: BCD

NEW QUESTION 9

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

Answer: C

NEW QUESTION 10

Which two subscriber audiences can be created by using Measures in a Data Filter. Choose 2 Answers

- A. Subscriber within a 30-miles radius of a zip code
- B. Subscribers who have submitted spam complaints in the last week
- C. Subscriber who have opened an email in the past 30 days
- D. Subscriber who have not clicked in the past three months

Answer: CD

NEW QUESTION 10

A marketer would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

- A. Send Email
- B. Guided Send
- C. Send Preview
- D. Test Send

Answer: A

NEW QUESTION 15

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

- A. Ensure that the data extension contains a primary key
- B. Select the update type Add and Update
- C. Select the update type Overwrite
- D. Select the update type Add Only

Answer: AB

NEW QUESTION 18

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. SQL query activities
- B. Data filter
- C. Filter activity
- D. Filtered group

Answer: C

NEW QUESTION 23

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the D18912E1457D5D1DDCBD40AB3BF70D5D 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. Data Filter

- B. Filter Activity
- C. SQL Query Activity
- D. FilteredGroup

Answer: BD

NEW QUESTION 24

How is Primary Key used?

- A. Primary Key is used when defining a Send Relationship
- B. Primary Key is the unique value to identify a subscriber
- C. Primary Key identifies a row or a field in a data extension as unique
- D. Primary Key prevents data from being overwritten in a data extension

Answer: C

NEW QUESTION 27

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to set criteria to segment contacts based on behavior using SQL
- B. The ability to extract data from an Audience data extension for analysis
- C. The ability to set goals and have the system listen to see if users met the goal
- D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- E. The ability to update or create Salesforce CRM objects or records

Answer: CDE

Explanation:

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION 30

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

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

Answer: D

NEW QUESTION 34

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

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

Answer: D

NEW QUESTION 37

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

Answer: BCD

NEW QUESTION 38

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

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

Answer: C

NEW QUESTION 41

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D

NEW QUESTION 44

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. How should they manage unsubscribes by communication type?

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

Answer: D

NEW QUESTION 49

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers. Which method should the team use to accomplish this goal?

- A. Create a list of inactive subscribers and suppress them from campaigns.
- B. Remove inactive subscribers from the target population.
- C. Create a re-engagement campaign for all subscribers asking to opt-in again.
- D. Create a re-engagement campaign for inactive subscribers asking to opt-in again.

Answer: D

NEW QUESTION 53

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- B. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- C. The subscriber is automatically unsubscribed from the business unit from which the send originated
- D. The subscriber is automatically unsubscribed from the list from which the send originated

Answer: A

NEW QUESTION 57

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

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

Answer: BD

NEW QUESTION 61

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Answer: AC

NEW QUESTION 66

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers. How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.
- D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Answer: D

NEW QUESTION 70

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that triggers an email to be sent based on a user Initiated Email definition

Answer: C

NEW QUESTION 75

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Email templates
- B. Preference Management
- C. Portfolio
- D. Data Extensions

Answer: A

NEW QUESTION 79

A marketer plans to send a Commercial email.

Which two criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose two.)

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

Answer: BC

NEW QUESTION 80

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

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

Answer: D

NEW QUESTION 81

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up.

The second email is sent 1 day after the account has been set up to prompt the user to make a purchase.

The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions

The brand's marketing team want to send campaign from the data extension.

- A. Create a filter and a data extension key, an interaction and a user-initiated send.
- B. Create a measure and a data filter, a filter activity then use a triggered send.
- C. Create a filter and a data extension key, an interaction and a triggered send.
- D. Create a measure and a data filter, a filter activity then use a guided send.

Answer: D

NEW QUESTION 86

A marketer would like to improve open rates for weekly email campaign. On which area of email design should the marketer focus?

- A. Envelope content
- B. Footer
- C. Email body
- D. Link Content

Answer: A

NEW QUESTION 88

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping fulfillment data is included in a file which is moved at frequent intervals to a folder on NTO's Enhanced FTP Account.

Which solution can be used to achieve this?

- A. Triggered Email in Email Studio
- B. Import Activity In Email Studio
- C. File Drop Entry Source in Journey Builder
- D. File Drop Starting Source in Automation Studio

Answer: D

NEW QUESTION 89

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance. In which two ways can they avoid emails being blocked or marked as spam? Choose 2 answers

- A. Include a "Contact Us" link in the footer.
- B. Use a clear "From" name that is easily recognized.
- C. Include a physical mailing address of the company.
- D. Use animated emojis in subject lines to draw the eye.

Answer: BC

NEW QUESTION 92

Which is a benefit of Quick Send?

- A. Quickly approve Campaign Members for sending.
- 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 send Salesforce emails to leads, contacts, or person accounts.

Answer: B

NEW QUESTION 96

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the updatetype "Overwrite"
- B. Ensure the data extension has a Primary Key
- C. Select the update type "Add and Update"
- D. Select the update type "Add Only"

Answer: CD

NEW QUESTION 98

A marketer wants to usepersonalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are case sensitive
- B. Personalization strings are noted by two sets of double percent symbols
- C. Personalization strings can appear in the subject line or body of the email
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are limited to profile attributes

Answer: ABD

NEW QUESTION 100

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- A. SQL Query Activity
- B. Segment Activity
- C. Filter Activity
- D. Data Extract Activity

Answer: AC

NEW QUESTION 103

Northern TrailOutfitters (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 trialends. Which tool is recommended for this scenario?

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

Answer: D

NEW QUESTION 108

A marketer wants to overwrite the data in adata extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

- A. Create an import using the Import Wizard in Automation Studio.
- B. Create an Import Activity and execute it manually.
- C. Create an import using theImport Wizard in the Email Application.
- D. Create an Import Activity to use in a workflow in Automation Studio.

Answer: D

NEW QUESTION 113

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

Answer: BD

NEW QUESTION 118

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension. What activity is designed to address this scenario?

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

Answer: A

NEW QUESTION 119

A marketer wants to grow the company's email subscriber list via social channelsand its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- A. Provide and opt-in checkbox on the mobile app registration form
- B. Promote content on social channels that requests an email address
- C. Search Facebookfans' profiles for mail addresses
- D. Send unsolicited requests on Twitter to sign up for email

Answer: AB

NEW QUESTION 121

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legallyobtain subscribers? Choose 3 answers

- A. Email all unsubscribed customers asking for them to opt into email again
- B. Purchase subscriber lists from a reputable data company
- C. Ask customers to opt-in at time of purchase online by creating an account
- D. Askcustomers to text their email address to a short code to opt-in
- E. Create a Facebook lead capturing form to gain opt-ins

Answer: BDE

NEW QUESTION 126

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. Sendemails less frequently

Answer: B

NEW QUESTION 130

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Subscriber Group
- B. Send Log
- C. Data Filter
- D. Web Collect

Answer: D

NEW QUESTION 134

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture.Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Refresh the data filter

- B. Add to Data Extension
- C. Send the email via Triggered Send
- D. Add a new subscriber to a list

Answer: BC

NEW QUESTION 139

Northern Trail Outfitters wants to display the currentdate in order emails. What could they use to display the date in real-time?

- A. Reference Content
- B. AMPscript
- C. Enhanced Dynamic Content
- D. Live Content

Answer: B

NEW QUESTION 143

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

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

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

Answer: D

NEW QUESTION 148

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

Answer: B

NEW QUESTION 153

A Marketer developed an email with personalized content based on 5 geographical regions;

Northwest - Static Image; Southwest - Image carousel

Central - No content; Northeast - Static image;Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

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

Answer: A

NEW QUESTION 158

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

- A. Create folders and move content
- B. Filter based on content type
- C. Add tags to each piece of content
- D. Rename content to be alphabetical

Answer: A

NEW QUESTION 161

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

Which two ways should Path Optimizer be configured to select the better subject line? Choose 2 answers

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

Answer: BD

NEW QUESTION 164

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

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

Answer: C

NEW QUESTION 169

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

Answer: BCD

NEW QUESTION 173

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

Answer: AD

NEW QUESTION 176

A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable. Why would the marketer be unable to configure a holdback audience?

- A. The Journey is a one-time scheduled send.
- B. Holdback audiences are only available for A/B Tests.
- C. The journey is scheduled to repeat.
- D. Holdback audience cannot be used for subject lines tests.

Answer: D

NEW QUESTION 179

Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

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

Answer: D

NEW QUESTION 182

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system. Which solution should they use to maintain subscriber status?

- A. Import unsubscribes into a data extension, then update status with a query.
- B. Create an automation triggered on unsubscribes from the other system.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Answer: D

NEW QUESTION 185

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 NTO's ftp, a proof email is being sent to business stakeholders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date?

- A. create an API driven tool to put the data directly into data extension when any data is changed.

- B. create a schedule automation that run every 15 min to import the file multiple times a day.
- C. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: C

NEW QUESTION 187

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

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

Answer: C

NEW QUESTION 192

A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

- A. Profile Center URL
- B. Company Website URL
- C. Physical Mailing Address
- D. Terms and Conditions Policy

Answer: AC

NEW QUESTION 194

TO would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero image using the naming convention "Hero_CTA".

What are two methods to ensure click behavior on these images is tracked with this naming convention.

- A. Include "Hero_CTA" in the link tooltip field for each link
- B. Add "Hero_CTA" to the tracking alias field for each link
- C. Include "Hero_CTA" in the link filename for each hero image
- D. Include an alias attribute in each anchor tag and populate it with "Hero_CTA"

Answer: CD

NEW QUESTION 197

Which feature can segment on behavioral data?

- A. Data Filter
- B. Data Extension
- C. Import Activity
- D. Tracking

Answer: A

NEW QUESTION 200

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

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

Answer: B

NEW QUESTION 201

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

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

Answer: A

NEW QUESTION 204

A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

- A. confirm that each content area specified in the dynamic content rules existed.
- B. Identify phrases like click here or free that could be marked as spam
- C. ensure subscriber status at the time of send subscribe or bounced.
- D. ensure subscriber have not subscribed or are undeliverable.

Answer: A

NEW QUESTION 207

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

Answer: BD

NEW QUESTION 210

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: ABE

Explanation:

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 213

What must be configured in a Marketing Cloud account to use the import wizard?

- A. Enhanced FTP
- B. File Transfer
- C. Data Loader
- D. Encrypted FTP

Answer: A

NEW QUESTION 218

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 5 business days
- B. 30 calendar days
- C. 10 business days
- D. 24 hours

Answer: C

NEW QUESTION 220

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. First Name, Introduction, Conclusion
- B. Full Name, Introduction, Conclusion
- C. Greeting, First Name, LastName
- D. Greeting, Introduction, Conclusion

Answer: D

NEW QUESTION 222

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. A/B Tests
- B. Scheduled Sends

- C. Send Previews
- D. Triggered Sends
- E. Test Sends

Answer: ABD

NEW QUESTION 227

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

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

Answer: D

NEW QUESTION 229

NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

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

Answer: A

NEW QUESTION 231

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard. What needs to be configured in the Marketing Cloud account?

- A. File Transfer
- B. Data Loader
- C. Enhanced SFTP
- D. Encrypted SFTP

Answer: C

NEW QUESTION 233

A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

- A. enhance ftp
- B. encryptedftp
- C. data loader
- D. file transfer

Answer: A

NEW QUESTION 234

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. User-Initiated Email
- C. Send Activity
- D. Guided Send

Answer: D

NEW QUESTION 236

Which is a fundamental component of coding responsive emails?

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

Answer: A

NEW QUESTION 237

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly:

Topics of interest this week."

Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

- A. A/B test the effectiveness of different subjects.
- B. Include information relevant to the message in the subject line.
- C. Include "RE:", "FWD:" etc. to get the reader's attention.
- D. Keep the subject text between 50 and 100 characters long.

Answer: AD

NEW QUESTION 240

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

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

Answer: B

NEW QUESTION 241

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Require email to create an account on website
- B. Registration with incentive on website
- C. Drive online loyalty program registration requiring email address
- D. Promote content via social media that does not require email registration to access

Answer: ABC

NEW QUESTION 246

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

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

Answer: B

NEW QUESTION 247

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis.

Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

- A. Emails can be formatted for desktop and mobile without extra coding.
- B. One template can only be used for one email, maintaining brand standards.
- C. HTML developers are needed to build templates, but not emails.
- D. Templates provide the ability to create email messages using content blocks.

Answer: AD

NEW QUESTION 252

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

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

Answer: C

NEW QUESTION 253

A marketer wants to create a responsive email that will render correctly across all email clients. What tool could they use?

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

Answer: A

NEW QUESTION 258

How can AMP script customize email messages?

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

Northern Train Outfitters wants to display different content areas based on the subscriber data.

What can be used to accomplish this? Choose 2 answers

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

Answer: BC

NEW QUESTION 262

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