

## Marketing-Cloud-Email-Specialist Dumps

### Salesforce Certified Marketing Cloud Email Specialist (SP19)

<https://www.certleader.com/Marketing-Cloud-Email-Specialist-dumps.html>



**NEW QUESTION 1**

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- A. An import activity can be executed manually
- B. The import activity is under Subscribers in the Email Application
- C. An import activity can be used in an automation created in Automation Studio
- D. The file for an import activity must be placed in a folder on a FTP site
- E. The file for an import activity can be on a desktop computer

**Answer:** CDE

**NEW QUESTION 2**

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

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

**Answer:** BD

**NEW QUESTION 5**

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- C. When a subscriber unsubscribes from a list in the Subscription Center
- D. When a subscriber unsubscribes from all emails sent from an account

**Answer:** D

**NEW QUESTION 6**

Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

- A. Sender Profile
- B. Content information
- C. Can-SPAM classification
- D. Delivery Profile

**Answer:** C

**NEW QUESTION 7**

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 8

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 9

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create a Free Form content block.
- B. Create an Image content block.
- C. Create an HTML content block.
- D. Create a Text content block.

**Answer:** A

#### NEW QUESTION 10

Where can a marketer see the performance summary of a recent email send?

- A. Summary tab
- B. Job Links tab within Tracking
- C. Overview Tab within Tracking
- D. Send Performance Tab

**Answer:** C

#### NEW QUESTION 10

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. Email Send Report
- B. Group Refresh
- C. Engagement Split
- D. SQL Query Activity

**Answer:** C

#### NEW QUESTION 12

Which data model should be used to create a Group?

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

**Answer:** C

#### NEW QUESTION 14

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

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 22

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 25

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 27

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 31

Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customers are identified by a unique alphanumeric Customer ID, and Email Address is a required field. How should the data extension be configured?

- A. Customer ID is Primary Key and relates to Subscriber Key
- B. Email Address is Primary Key and relates to SubscriberID
- C. Customer ID is Primary Key and relates to Subscriber ID
- D. Email Address is Primary Key and relates to Subscriber Key

**Answer:** A

#### NEW QUESTION 34

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? Choose 3 answers

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

**Answer:** ADE

#### NEW QUESTION 36

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign. Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

- A. Images showing how the email rendered on different devices
- B. Number of clicks from mobile devices
- C. Performance data on the Overview tab
- D. Subscribers who click on a specific link

**Answer:** CD

#### NEW QUESTION 41

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 42**

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 44**

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- A. Import File
- B. Data Extract
- C. SQL Query
- D. Filter

**Answer:** D

**NEW QUESTION 49**

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 50**

A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

- A. Set Data Retention in the Properties of the data extension to delete records older than 30 days.
- B. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.
- C. Set a reminder in the Campaign Calendar each day to manually delete the records from the data extension.
- D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

**Answer:** A

**NEW QUESTION 52**

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 53**

A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.

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

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

**Answer:** BC

**NEW QUESTION 54**

A marketer plans to send a transactional email.

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

- A. The subject line contains a promotion to entice the recipient.
- B. The email body presents the transactional content prior to any commercial content.
- C. The email body presents any commercial content prior to the transactional content.
- D. The email confirms a transaction between the recipient and sender.
- E. The subject line is transactional in nature and non-promotional.

**Answer:** BDE

#### NEW QUESTION 58

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 63

What is a purpose of marking an attribute as hidden?

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

**Answer:** D

#### NEW QUESTION 64

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 68

Northern Train Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

**Answer:** A

#### NEW QUESTION 72

The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

- A. Automation Studio
- B. Playbooks
- C. Data Extract Activity
- D. Filter Activity

**Answer:** C

#### NEW QUESTION 74

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain 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. Ask customers 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 78**

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this be accomplished? (Choose 2)

- A. Select the data type as Text
- B. Set a custom maximum length of six
- C. Create restricted values
- D. Select the attribute as required

**Answer:** CD

**NEW QUESTION 82**

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. SQL Query Activity
- B. Audience Builder
- C. Filters
- D. Send Flow

**Answer:** C

**NEW QUESTION 86**

Which feature would a marketer use to build a Send Classification? (Choose 2)

- A. Custom Profile Center
- B. Delivery Profile
- C. Reply Mail Profile
- D. Sender Profile

**Answer:** BD

**NEW QUESTION 91**

Northern Trail Outfitters wants to display different content areas based on the subscriber data. Which two features can be used to accomplish this? (Choose two.)

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

**Answer:** CD

**NEW QUESTION 92**

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension. How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

**Answer:** C

**NEW QUESTION 93**

To write SQL that uses both customer data and system-generated data, what would they need to include in their query?

- A. Data Filters
- B. Measures
- C. Data Views
- D. All of the above

**Answer:** C

**NEW QUESTION 97**

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 100**

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 101**

Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

- A. Offer email opt-in when customers create an account
- B. Use incentives such as a discount or free shipping to encourage opt-in
- C. Capture email addresses through the use of browser cookies
- D. Send emails to a purchased list with a request to opt-in

**Answer:** AB

**NEW QUESTION 105**

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 110**

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Limit the email text to 250 words
- B. Personalize the email content
- C. Segment the audience for the email
- D. Use an infographic email template

**Answer:** B

**NEW QUESTION 113**

A marketer at Northern Trail 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 118**

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 121**

Which segment can be manually refreshed under Actions? (Choose 2)

- A. Random Group
- B. Filtered Data Extension
- C. Standard Data Extension populated by a Query
- D. Filtered Group



**Answer:** BD

**NEW QUESTION 126**

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed. Which method should be used to accomplish this task?

- A. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- B. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- C. Create a Test data extension that contains the five content variations the two team members need to validate.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

**Answer:** B

**NEW QUESTION 130**

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

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

**Answer:** B

**NEW QUESTION 132**

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 133**

Northern Trail Outfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

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

**Answer:** A

**NEW QUESTION 137**

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 142**

Which feature can segment on behavioral data?

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

**Answer:** A

**NEW QUESTION 143**

Where do you click Connect Campaign to associate a campaign with a journey?

- A. Journey Builder
- B. The Campaign Messages component on the campaign record
- C. The Campaign Messages component on the Lead or Contact record
- D. Email Studio

**Answer:** A

**NEW QUESTION 146**

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 149**

When importing data into marketing cloud the list detective is triggered for which of the following?

- A. Data Extensions
- B. List Model
- C. Email Addresses
- D. Email Alias

**Answer:** B

**NEW QUESTION 151**

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this. Which strategy should be used?

- A. Website Signups
- B. List Detective
- C. Single Opt-In
- D. Double Opt-In

**Answer:** D

**NEW QUESTION 152**

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

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

**Answer:** CD

**NEW QUESTION 157**

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over lists?

Choose 3 answers

- A. They have fewer than 15 data points.
- B. Flexible data storage is needed.
- C. They have fewer than 250,000 subscribers.
- D. They are storing product and store data.
- E. Journey Builder will be used.

**Answer:** BDE

**NEW QUESTION 161**

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

- A. Subscribers who click on a specific link
- B. Performance data on the Overview tab
- C. Number of clicks from mobile devices
- D. Images showing how the email rendered on different devices

**Answer:** BD

**NEW QUESTION 165**

Which action will the Validate tool complete when initiated?

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

**Answer:** B

#### NEW QUESTION 167

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 168

Which twofeatures can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Stored Content Boxes
- C. Track Email Opens
- D. Physical Mailing Address

**Answer:** CD

#### NEW QUESTION 172

Which tactic will improve deliverability for a new sender?

- A. Send email during the holiday season when new senders are less likely to be detected
- B. Send email to a minimum of 35,000 subscribers per ISP per day
- C. Send email to ISPs that have been notified of the new sender
- D. Send email to the most active and engaged customers

**Answer:** D

#### NEW QUESTION 173

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes  
What Approval Workflow should be used for this requirement?

- A. Custom Workflow
- B. Multi-Team Workflow
- C. Two-Step Workflow
- D. Standard Workflow

**Answer:** B

#### NEW QUESTION 174

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 176

Which variable can be tested using the A/B testingtool? (Choose 3)

- A. Email content
- B. Pre-header
- C. IP Address
- D. From Name
- E. ISP

**Answer:** ABD

#### NEW QUESTION 181

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then

recommends a resolution to each identified problem in an email? Choose one answer.

- A. Content Builder
- B. Content Detective
- C. Inbox Preview
- D. Triggered Send

**Answer:** B

**Explanation:**

[https://help.salesforce.com/articleView?id=mc\\_es\\_content\\_detective.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5)

#### NEW QUESTION 182

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- B. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- C. SubscriberKey and Primary Key are interchangeable terms
- D. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- E. Subscriber Key determines what update types will be available when importing data

**Answer:** ABD

#### NEW QUESTION 185

To make a data extension sendable what must it contain. (Select Two)

- A. Email Address
- B. Primary Key
- C. Subscriber Key
- D. Link ToolTip

**Answer:** AC

#### NEW QUESTION 186

A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. they wouldlike to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

- A. Email Studio and Audience Builder
- B. Automation Studio and Journey Builder
- C. Journey Builder and Email Studio
- D. Automation Studio and Content builder

**Answer:** C

#### NEW QUESTION 188

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

- A. Limit the email text to 250 words.
- B. Send to the entire subscriber base.
- C. Personalize the email content.
- D. Use an infographic email templat

**Answer:** C

#### NEW QUESTION 189

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

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

**Answer:** BD

#### NEW QUESTION 194

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## Thank You for Trying Our Product

\* 100% Pass or Money Back

All our products come with a 90-day Money Back Guarantee.

\* One year free update

You can enjoy free update one year. 24x7 online support.

\* Trusted by Millions

We currently serve more than 30,000,000 customers.

\* Shop Securely

All transactions are protected by VeriSign!

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