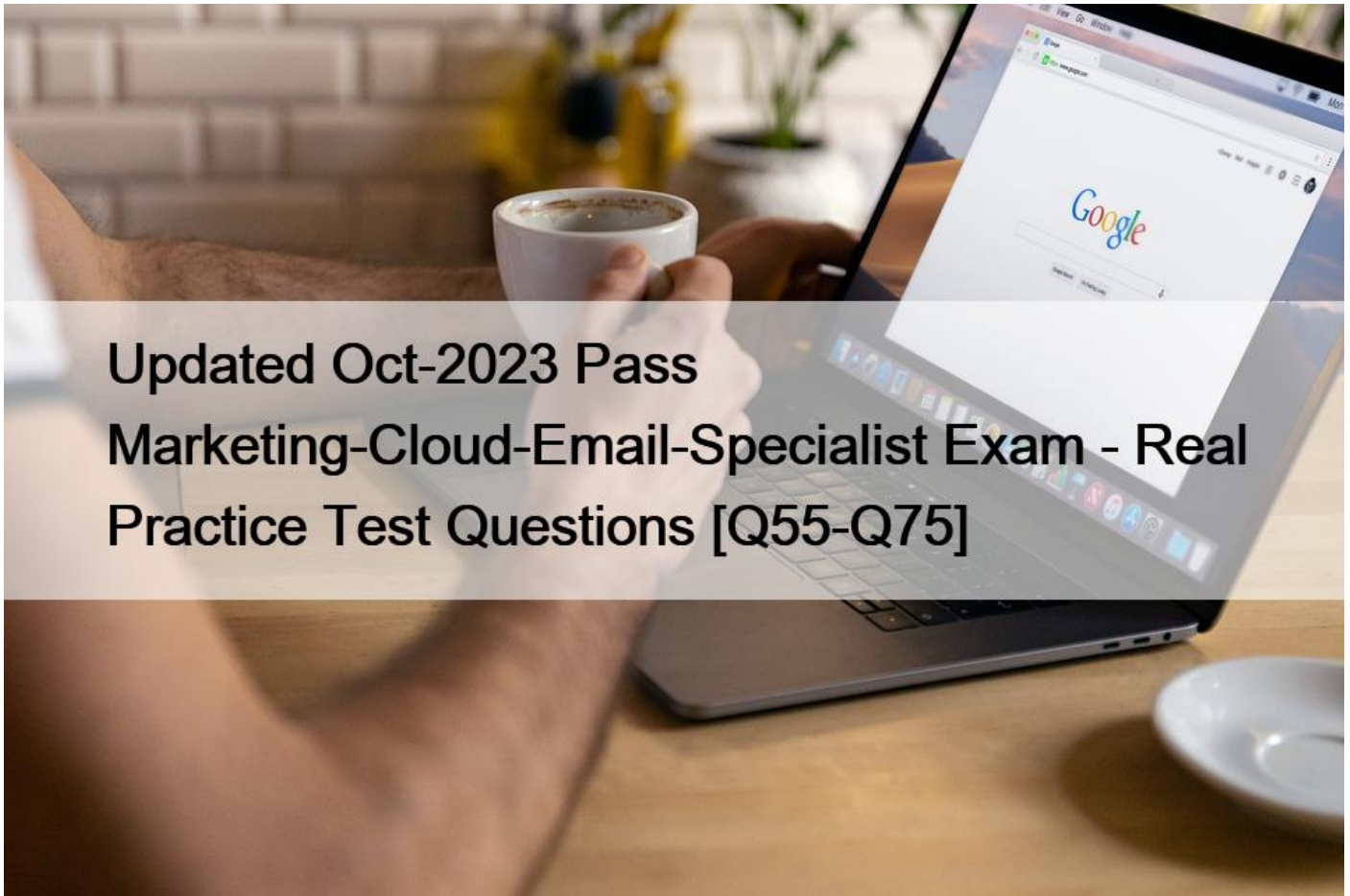


Updated Oct-2023 Pass Marketing-Cloud-Email-Specialist Exam - Real Practice Test Questions [Q55-Q75]



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Download Free Salesforce Marketing-Cloud-Email-Specialist Real Exam Questions

Salesforce Marketing-Cloud-Email-Specialist certification exam is designed for individuals who want to demonstrate their expertise in email marketing using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and skills in creating, managing, and analyzing email campaigns using the Marketing Cloud platform. It covers various topics such as email design and development, subscriber and data management, email automation, and performance measurement.

QUESTION 55

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

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

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

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

QUESTION 56

A marketer would like to improve open rates for weekly email campaigns.

On which area of email design should the marketer focus?

- * Footer
- * Email Body
- * Envelope Content
- * Link Content

QUESTION 57

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.

How should the scheduled automation be configured to achieve this?

- * Filter Activity > File Transfer Activity > Data Extract Activity
- * Filter Activity > SQL Query Activity > File Transfer Activity
- * SQL Query Activity > Data Extract Activity > File Transfer Activity
- * Data Extract Activity > SQL Query Activity > File Transfer Activity

Explanation/Reference:

QUESTION 58

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- * Import Activity
- * Import Wizard
- * API
- * Query Activity

QUESTION 59

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 is sent to the director each day?

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

Explanation

Scheduling report and emailing file to the director is the correct answer. This option allows you to create a report of sends across all business units using the Email Performance by Business Unit report type in Analytics Builder. You can then schedule the report to run daily and email the file (CSV or XLS) to the director or any other recipients. This way, you can ensure the report is sent to the director each day without manually running and exporting the report. Scheduling report and emailing the link to download is not a valid option, as this option only allows you to email a link to access the report online, not to download the file. Scheduling report to export as a web page is not a valid option either, as this option only allows you to export the report as a web page, not to email it. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

QUESTION 60

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?

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

QUESTION 61

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

Which tool should help create this table?

- * Automation Studio
- * Data Designer
- * Audience Studio

Explanation

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

QUESTION 62

What is a purpose of marking an attribute as hidden?

- * The attribute is not available for CAN-SPAM compliance
- * The attribute is not available to store data
- * The attribute is not available to other users in the account
- * The attribute is not available to subscribers on the Profile Center

QUESTION 63

Northern Trail Outfitters wants 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 would be the correct sequence of Activities for this File Drop Starting Source?

- * File Transfer Activity > Send Email
- * Import FileActivity > File Transfer Activity > Send Email
- * File Transfer Activity > Import File Activity > Send Email
- * Import File Activity > Send Email

QUESTION 64

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.)

- * SQL Query Activity
- * Segment Activity
- * Filter Activity
- * Data Extract Activity

QUESTION 65

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?

- * Replace the Schedule with File Drop and use a filename pattern
- * Implement an API to start an automation with every file transfer.
- * Replicate the automation and schedule mem to execute server eight hours

QUESTION 66

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

- * Subscriber Key
- * Subscriber ID
- * Data Relationship
- * Send Relationship

QUESTION 67

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

Which tool should NTO use to accomplish these iterative tests?

- * Contact Builder
- * Automation Studio
- * Journey Butter

QUESTION 68

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 two.)

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

QUESTION 69

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

- * Subscribers who have opened an email in the past 30 days.
- * Subscribers within a 30-mile radius of a zip code.
- * Subscribers who have submitted spam complaints in the last week.
- * Subscribers who have not clicked in the past three months.

QUESTION 70

What does Exact Target do to help protect your data when you log in? Choose 2

- * Authenticate your browser
- * Enter your username and password
- * Click Send Activation Email button
- * You must choose a long password with multiple characters.

QUESTION 71

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?

- * Triggered Send Managed Lists
- * Global Unsubscribe List
- * Auto Suppression List

QUESTION 72

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?

- * Append
- * Overwrite
- * Add and Update

Explanation

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

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

QUESTION 73

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:

- * Scheduled Send Emails
- * Predictive Email
- * Journey Builder
- * Automation Studio

QUESTION 74

Northern Trail Outfitters (NTO) is going through IP address warning 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?

- * Recent Email Send Summary
- * Email Performance by Domain
- * Email Sends by User

Explanation

The Email Performance by Domain report is an out-of-the-box report that provides information on the email performance of different domains, such as Gmail, Yahoo, Outlook, etc. The report can show metrics such as sends, deliveries, opens, clicks, bounces, unsubscribes, etc., for each domain. The report can also show the percentage of each metric compared to the total number of sends. This report can help marketers understand how different domains handle their emails and refine their sending methods accordingly.

QUESTION 75

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?

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

'myTestData.';

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