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NEW QUESTION: 1

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- A.** create a test data extension composed of the management team and test send to the test data extension
- B.** create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
- C.** create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.
- D.** find each individual with subscriber preview and test send to each individual recipient

Answer: C (LEAVE A REPLY)

NEW QUESTION: 2

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

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

How can this be achieved?

- A.** Create an automation to begin when Information changes on a store object using a workflow rule.
- B.** Create a scheduled automation to import the file on a recurring basis with store information.

C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.

D. Create a file drop automation to initiate when the store's data extension is updated via import.

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

NEW QUESTION: 3

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. Data filter

B. Filtered group

C. Filter activity

D. SQL query activities

Answer: (SHOW ANSWER)

NEW QUESTION: 4

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. Add to Data Extension

B. Send the email via Triggered Send

C. Add a new subscriber to a list

D. Refresh the data filter

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

NEW QUESTION: 5

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. Loyalty Member Status

B. Loyalty Member ID

C. Email Address

D. Full Name

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

NEW QUESTION: 6

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?

- A. Filter Activity > SQL Query Activity > File Transfer Activity
- B. Filter Activity > File Transfer Activity > Data Extract Activity
- C. SQL Query Activity > Data Extract Activity > File Transfer Activity
- D. Data Extract Activity > SQL Query Activity > File Transfer Activity

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

NEW QUESTION: 7

The Northern Trail Outfitters product clearance sale email contains many items with similar product URLs.

Which feature within the standard email editor can be used to provide descriptive text that is displayed when the email viewer hovers over each link?

- A. Link Tooltip
- B. Link Conversion Tracking
- C. Link Help Text
- D. Link Tracking Alias

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

NEW QUESTION: 8

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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. Filter Activity
- B. Data Extract Activity
- C. SQL Query Activity

D. Segment Activity

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 10

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 11

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: (SHOW ANSWER)

Explanation

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

NEW QUESTION: 12

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to make sure the emails are reviewed before approval.

What feature should they employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Two-Step Workflow Approval
- D. Preview Tab

Answer: D (LEAVE A REPLY)

NEW QUESTION: 13

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

- A.** Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- B.** Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C.** Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition
- D.** Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions

Answer: C (LEAVE A REPLY)

NEW QUESTION: 14

When building content for an email, what would a marketer consider in the Call to Action?
(Choose 2)

- A.** A call to action below the fold performs best
- B.** A call to action can be text or an image based button
- C.** Text buttons receive more clicks than graphics
- D.** A call to action should be direct and action-oriented

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 15

Northern Trail Outfitters (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 Member.

Which field on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 16

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 update type "Add and Update"
- B.** Select the update type "Overwrite"
- C.** Select the update type "Add Only"

D. Ensure the data extension has a Primary Key

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

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NEW QUESTION: 17

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

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

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

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

NEW QUESTION: 18

Which tactic will improve deliverability for a new sender?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 19

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

Which feature allows NTO to easily target this segment?

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

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

NEW QUESTION: 20

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

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

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

NEW QUESTION: 21

Northern Trail Outfitters wants to use something other than an email address to identify subscribers.

What functionality could accommodate this?

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

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

NEW QUESTION: 22

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- A. A way to Unsubscribe
- B. Physical Mailing Address
- C. A link to the sender's website
- D. Any Mailing Address

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

NEW QUESTION: 23

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. Click Through Rates
- B. Bounce Rate
- C. Influenced Revenue
- D. List Growth Rates

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

NEW QUESTION: 24

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 25

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 26

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

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

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 27

Which action will the Validate tool complete when initiated?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

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. Create an automation triggered on unsubscribes from the other system.
- B. Create a suppression workflow for the unsubscribed accounts.

C. Import unsubscribes into a data extension, then update status with a query.

D. Import unsubscribes with the appropriate status into All Subscribers.

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

NEW QUESTION: 29

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

A. Desktop-centric Design

B. Responsive Design

C. Static Design

D. Mobile-aware Design

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

NEW QUESTION: 30

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. Create a re-engagement campaign for all subscribers asking to opt-in again.

C. Remove inactive subscribers from the target population.

D. Create a re-engagement campaign for inactive subscribers asking to opt-in again.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 31

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. Build a Group based on a Data Filter to combine the two data extensions.

B. Create a Filter Activity in Automation Studio to combine the two data extensions.

C. Populate a data extension using an SQL Query Activity in Automation Studio.

D. Export both data extensions and import into a new data extension.

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrors logic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

- A. Spam Check
- B. Content Detective
- C. Subscriber Preview
- D. Validate

Answer: B (LEAVE A REPLY)

NEW QUESTION: 33

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

- A. AMPscript Lookup
- B. Personalization Strings
- C. Sender Profiles
- D. Delivery Profiles

Answer: B (LEAVE A REPLY)

NEW QUESTION: 34

Which recipient option is available with Simple Send? (Choose 2)

- A. Data Filter
- B. List
- C. Audience
- D. Group
- E. Data Extension

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 35

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

On which area of email design should the marketer focus?

- A. Footer
- B. Email Body
- C. Link Content
- D. Envelope Content

Answer: D (LEAVE A REPLY)

NEW QUESTION: 36

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Script Activity
- B. Style Block
- C. Code Snippet
- D. Free Form Code Block

Answer: B (LEAVE A REPLY)

NEW QUESTION: 37

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day.

The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

- A. Opting customers in automatically
- B. Preventing customers from opting out
- C. Personalized recommendations
- D. Sending multiple emails in one day

Answer: C (LEAVE A REPLY)

NEW QUESTION: 38

Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers.

How should their data extension be set up?

- A. Create a data extension with email address as the Primary Key and reply date and response fields as nullable.
- B. Create a data extension with email address, reply date, and response fields as nullable.
- C. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

D. Create a data extension with email address, reply date, and response fields as non-nullable.

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

NEW QUESTION: 39

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Guided Send
- B. User-Initiated
- C. Send Preview
- D. Test Send

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

NEW QUESTION: 40

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 would like to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

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

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

NEW QUESTION: 41

What is a capability of a data relationship?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 42

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 43

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 44

When does the validation of email address occur when using a data extension?

- A. Done at the time of Send
- B. Done when subscriber updates profile in the profile center
- C. Done when admin refreshes it
- D. Done at the time of Import

Answer: A (LEAVE A REPLY)

NEW QUESTION: 45

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

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

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 46

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

- A. Only use the email address offered
- B. Follow the CAN SPAM Law

- C. Make unsubscribing easy
- D. Always make email opt in required
- E. Make unsubscribing easy, no more than 4 clicks

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

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NEW QUESTION: 47

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. Terms and Conditions Policy
- C. Company Website URL
- D. Physical Mailing Address

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

NEW QUESTION: 48

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. Can-SPAM classification
- C. Delivery Profile
- D. Content information

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

NEW QUESTION: 49

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

- A. AMPscript
- B. Enhanced Dynamic Content

- C. Live Content
- D. Reference Content

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 50

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

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

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

NEW QUESTION: 51

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

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

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

NEW QUESTION: 52

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Content focused on winter sports items for holiday shopping
- B. Images of products that the customer has previously purchased
- C. Full-width lifestyle imagery featuring attractive people
- D. Personalized imagery influenced by subscriber preferences

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 53

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

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 54

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

Answer: (SHOW ANSWER)

NEW QUESTION: 55

An email marketer is writing the next send's subject line. What can the marketer do to make the subject line more effective? (Choose 2)

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 56

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers:

Education Events and Sales. Which feature would the company use?

- A. Shared Data Extensions
- B. Shared Emails
- C. Shared Publication Lists
- D. Shared Portfolio Items

Answer: C (LEAVE A REPLY)

NEW QUESTION: 57

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

- A. System Preferences

- B. Primary Key
- C. Subscriber Attributes
- D. Subscriber Key

Answer: D (LEAVE A REPLY)

NEW QUESTION: 58

What is a personalization string?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 59

What is an Automation Studio activity? (Choose 3)

- A. Transfer File Activity
- B. Wait Activity
- C. A/B Test Send Activity
- D. Send Email
- E. Triggered Send

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

NEW QUESTION: 60

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 61

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. Standard Workflow
- B. Custom Workflow
- C. Two-Step Workflow

D. Multi-Team Workflow

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

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NEW QUESTION: 62

How is Primary Key used?

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

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

NEW QUESTION: 63

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: ([SHOW ANSWER](#))

NEW QUESTION: 64

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

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

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

NEW QUESTION: 65

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

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

NEW QUESTION: 66

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create a template and lock content in the template.
- B. Create a template-based email using dynamic content.
- C. Create dynamic content with a SQL Query activity.
- D. Create multiple versions of the email for loyalty and non-loyalty members.

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

NEW QUESTION: 67

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.

Which option minimizes the impact of this error?

- A. Locate the job under Tracking and update the URL in the Job Links tab.
- B. Have Support recall the email if it has not yet been opened by a subscriber.

- C. Update the link in the stored email content and it will be pulled in automatically.
- D. Send another email to the same subscribers containing the correct link.

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

NEW QUESTION: 69

EXAM Question on templates where there are no technical resources to build responsive web techniques:

Explain how to create an email using responsive web techniques, and it's required to render on Mobile.

(Choose 2)

- A. HTML Paste template with Content Boxes
- B. HTML Paste
- C. Mobile Design Template with Content Boxes
- D. Mobile Design template
- E. Standard Template with Content boxes

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

NEW QUESTION: 70

Which one is NOT an offline tactic for capture email addresses?

- A. Surveys at the counter
- B. Acquisition associated with a receipt or ticket delivery
- C. Inbound Sales calls
- D. Acquiring email for loyalty programs in store
- E. Request email during checkout

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

NEW QUESTION: 71

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed for the email is located in several data extensions.

What feature should the marketer use to merge the data into a single data extension to improve sending?

- A. Profile Management
- B. SQL Query Activities
- C. File Triggers
- D. Data Filters

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 72

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. Import Activity Interaction

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

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

NEW QUESTION: 73

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 74

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

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

NEW QUESTION: 75

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Wizard to overwrite the records in the data extension.
- B. Use the Import Activity to overwrite the records in the data extension.
- C. Use the Import Wizard to add new records into the data extension.

D. Use the Import Activity to add new records into the data extension.

Answer: (SHOW ANSWER)

NEW QUESTION: 76

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

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

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

Answer: B,C (LEAVE A REPLY)

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NEW QUESTION: 77

Which feature can segment on behavioral data?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 78

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

- A. Email Comparison Report
- B. Email Send Report
- C. Compare Email Sends on the Tracking page

D. Include Measures within a Filter

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

NEW QUESTION: 79

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. Use an infographic email template
- C. Segment the audience for the email
- D. Personalize the email content

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

NEW QUESTION: 80

A marketing team wants 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 should be used to execute this process?

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

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

NEW QUESTION: 81

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. data loader
- B. encrypted ftp
- C. file transfer
- D. enhance ftp

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

NEW QUESTION: 82

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

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. Add tags to each piece of content
- C. Filter based on content type
- D. Rename content to be alphabetical

Answer: A (LEAVE A REPLY)

NEW QUESTION: 84

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 HTML content block.
- C. Create a Text content block.
- D. Create an Image content block.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 85

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 86

Which is a fundamental component of coding responsive emails?

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

D. Span Tags

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 87

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

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

NEW QUESTION: 88

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 89

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

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

NEW QUESTION: 90

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 91

A marketing manager is looking at the Tracking Overview Tab from a send to an audience of 1000, where the Total Opens are 1000, but the Unique opens are 100. They are excited about having a 100% open rate.

What should they know about Total Opens?

- A. Total opens indicates how many subscribers opened the email.
- B. Total opens may not include email clients that render email with images off.
- C. Total opens w a great indicator of campaign success.
- D. Total opens includes every time the email was displayed with images.

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 92

What is a purpose of marking an attribute as hidden?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 93

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 94

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

How can this be accomplished most efficiently?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 95

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

Answer: (SHOW ANSWER)

NEW QUESTION: 96

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)

- A. Date range parameters
- B. Error handling parameters
- C. Report results file format
- D. Report results delivery location
- E. Error report log location

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

NEW QUESTION: 97

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

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

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

NEW QUESTION: 98

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

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

Answer: ([SHOW ANSWER](#))

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