

# Salesforce.Marketing-Cloud-Email-Specialist.v2022-11-06.q188

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## NEW QUESTION: 1

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: C,D,E (LEAVE A REPLY)**

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## NEW QUESTION: 2

Each time Northern Trail Outfitters sends their monthly promotional email, the volume of support calls spike.

The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should be used?

- A. Send Email Activity
- B. Triggered Send
- C. Send Throttling
- D. Send Flow

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

## NEW QUESTION: 3

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

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

#### **NEW QUESTION: 4**

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Data Views
- B. Lists
- C. Data Extension
- D. Import Activity

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

#### **NEW QUESTION: 5**

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

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

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

Explanation/Reference:

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

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

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 7**

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

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

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

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

**NEW QUESTION: 8**

The NTO outfitters using journey builders rather than automation studio to send emails.

What are the three benefits of using journey builders? Choose three answers

- A. updated or creating salesforce CRM object or records
- B. criteria setting to insegment contact based of behavior using SQL.
- C. goal setting to have the system listen to see if user met the goal
- D. extracting data from the audience data extension for analysis
- E. a/b/n testing as a part of the workflow to conduct timing and creative test

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

**NEW QUESTION: 9**

Northern Train Outfitters wants to display different content areas based on the subscriber data. What can be used to accomplish this? (Choose 2)

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

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

**NEW QUESTION: 10**

Northern Trail Outfitters' (NTO) branding guidelines require heavy use of imagery on its website, apps, emails, 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.)

- A. Add background colors that match branding.
- B. Use custom corporate font to match NTO brand.
- C. Make the email completely image based.
- D. Style alt text for when images do not display automatically.

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

**NEW QUESTION: 11**

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscribers attribute, the marketer would like to preview how each email are render for a given list of subscribers, how should do the marketer proceed

- A. create a user initiated email to send to the list of subscribers
- B. using the subscribers preview tool cycle through the list of subscribers
- C. select the preview tab within the classic content tool
- D. use the test send tool to trigger copies of the email

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

**NEW QUESTION: 12**

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure fallback content has been configured for Gmail.
- B. Ensure the 'Optimize for Gmail' checkbox is selected.
- C. Ensure characters in the CSS tags are limited to 16kB.

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

**NEW QUESTION: 13**

Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.

In which two ways should NTO honor customers' preferences when creating emails? (Choose two.)

- A. Create emails to include all preference options so that customers don't miss any content.
- B. Create dynamic rules based on customers' preferences in order to send specific content.
- C. Send customers one email per preference choice to ensure customers receive what they want.
- D. Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCCBD40AB3BF70D5D

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

**NEW QUESTION: 14**

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

- A. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- B. Subscriber Key and Primary Key are interchangeable terms

- C. Subscriber Key determines what update types will be available when importing data
- D. Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- E. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value

**Answer: (SHOW ANSWER)**

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

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

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

#### **NEW QUESTION: 16**

After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio.

Where should this action be initiated in Marketing Cloud?

- A. Email Studio > All Subscribers
- B. Contact Builder > Contacts Configuration
- C. Administration > Contacts
- D. Contact Builder > All Contacts

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

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**NEW QUESTION: 17**

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

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 18**

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

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

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

**NEW QUESTION: 19**

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

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

**NEW QUESTION: 20**

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: B (LEAVE A REPLY)**

**NEW QUESTION: 21**

When deploying a send to its customers, a marketing team would like to send to its own team members also.

However, the team does not want the team members' open and click behavior to affect the tracking metrics of the send. Which two steps must be completed when creating the data extension to address this need? Choose 2 answers

- A. Mark the "Is Sendable" checkbox
- B. Set the Email Address as the Primary Key
- C. Define the Send Relationship by email address
- D. Mark the "Is Testable" checkbox

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

**NEW QUESTION: 22**

A marketer at Northern Trail Outfitters (NTO) 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? Choose 3 answers

- A. Automatically opt-in all new customers.
- B. Use explicit opt-in for any new web sign-ups.
- C. Tell customers why they want to receive NTO emails.
- D. Set expectations on send frequency and schedule.
- E. Ask for detailed demographic information.

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

**NEW QUESTION: 23**

A marketer from NTO wants to share multiple assets in content builder for a campaign with another business unit in their account, how should do marketer share these assets?

- A. Move the content into a shared content folder in content builder
- B. Switch to classic content to move the assets into the shared content folder.
- C. Individually share each assets with the other business unit in content builder
- D. Create and share a folder for the assets in content builder.

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

**NEW QUESTION: 24**

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

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

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

A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks.

Which two A/B test options should be used? (Choose two.)

- A. The test administrator manually selects the version to send to the remainder.
- B. The system automatically sends the winning version to the remainder audience.
- C. The test administrator selects the desired audience test segment sizes.
- D. The test administrator chooses which subscribers to place in each audience.

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

#### **NEW QUESTION: 26**

What is a true statement about Automation Studio?

- A. A workflow is comprised of steps, and within each step are activities
- B. There is a limit to the number of activities and steps that can be placed in a workflow
- C. Activities supported in Automation studio must first be defined in the Email Application
- D. When multiple activities are in a single step, the activities are executed one at a time

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

#### **NEW QUESTION: 27**

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. Journey Builder
- C. Automation Studio
- D. Scheduled Email Sends

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

**NEW QUESTION: 28**

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- A. Query Activity
- B. Send SMS
- C. Decision Split
- D. Post to Facebook
- E. Wait Until

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

**NEW QUESTION: 29**

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

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

**NEW QUESTION: 30**

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

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

**NEW QUESTION: 31**

NTO has the list of platinum members containing 50 thousand subscribers, and a lifetime member list, containing 20 thousand subscribers, 7 thousand subscribers in the lifetime

member list also exist in the platinum member list, an email is being deployed to the platinum member but marketing team would now like to send the same email to the lifetime member list what feature should be use when sending the 2nd email to ensure that the 7 thousand subscribers that exist on both list don't receive the same mail twice

- A. domain exclusion list
- B. exclusion script
- C. exclusion list
- D. separation list

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

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#### **NEW QUESTION: 32**

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

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

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

#### **NEW QUESTION: 33**

A client leverages transactional messages to send ad-hoc order confirmations. Which type of message is most suitable in this situation?

- A. Guided Send
- B. User Initiated Email
- C. Test Send
- D. Triggered Email

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 34**

The Northern Trail Outfitters' (NTO) email team is creating a reusable content block for its Deals to Run With campaign. NTO 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 can the NTO 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: 35**

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

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

**NEW QUESTION: 36**

An account has 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.

Which two steps should the marketer take when creating the data extension? (Choose two.)

- A. Set the column with Subscriber Key as Primary Key
- B. Set the Email address column as Primary Key
- C. Relate the Email Address to Subscriber Key
- D. In Properties, check the "Is Sendable" option

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

Explanation/Reference:

**NEW QUESTION: 37**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the data filter and build a new data extension with additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.

C. Copy the filtered data extension and add additional filter criteria.

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

**NEW QUESTION: 38**

By clicking what tab in Exact Target will you be able to view emails that are scheduled to be sent?

- A. Lists tab
- B. Email Tab
- C. Pending Tab
- D. Templates Tab

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

**NEW QUESTION: 39**

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer\_ID on the data extension to Subscriber Key on the All Subscriber Lists.

- A. The email will be sent to the subscriber Key on All Subscribers List
- B. The email will be sent to the email address stored on All Subscriber Lists
- C. The email will be sent to the email address stored on Data Extension
- D. The email will be sent to the field marked as the Primary Key

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

**NEW QUESTION: 40**

A marketing associate wants to ensure that an email will be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

- A. Send Preview
- B. Content detective
- C. Email Validation
- D. Link detective

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

**NEW QUESTION: 41**

A marketing manager at Northern trail outfitters(NTO) has been ask to evaluate whether to use the Emails or Template 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 template would benefit NTO creating its weekly new sletter content builder?

Choose 2 answers

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

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 42**

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

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

#### **NEW QUESTION: 43**

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

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

Explanation/Reference:

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

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

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

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

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

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

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

#### **NEW QUESTION: 46**

Why should a marketer ensure that field lengths are accurate when creating a data extension? (Choose 2)

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

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

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#### **NEW QUESTION: 47**

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior. Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

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

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

**NEW QUESTION: 48**

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Which two options are given when the subscriber clicks One-Click Unsubscribe, given that NTO is using the default subscription center? (Choose two.)

- A. Subscriber can choose to be removed from the data extension.
- B. Subscriber can choose which publications to unsubscribe from.
- C. Subscriber can choose to resubscribe to the list used for the send.
- D. Subscriber can choose to be unsubscribed from all NTO publications.

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

**NEW QUESTION: 49**

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

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

**NEW QUESTION: 50**

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

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

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

**NEW QUESTION: 51**

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Soft Bounce
- B. Validation Error
- C. Hard Bounce

D. Unsubscribed

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 52**

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices?

Choose 2 answers

- A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- B. Process every individual's unsubscribe request within 14 business days.
- C. Ask the subscriber to log in to the Preference Center to confirm opt-out.
- D. Include an unsubscribe link in the header or footer of emails.

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

**NEW QUESTION: 53**

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

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

**NEW QUESTION: 54**

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

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

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

**NEW QUESTION: 55**

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

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

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

**NEW QUESTION: 56**

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

- A. File Transfer Activity in Automation Studio
- B. Report Scheduling In Datorama Reports
- C. Report Definition Activity In Automation Studio

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

**NEW QUESTION: 57**

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? Choose 3 answers

- A. A/B/N testing as part of the workflow to conduct timing and creative tests.
- B. Updating or creating Salesforce CRM objects or records.
- C. Extracting data from an Audience data extension for analysis.
- D. Goal setting to have the system listen to see if users met the goal.
- E. Criteria setting to segment contacts based on behavior using SQL.

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

**NEW QUESTION: 58**

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

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: 59**

Northern trail outfitters would like to send shipping email notifications to members, shipping fulfillment data is included in a file which is moved at frequent intervals to folder on NTO's Enhanced FTP Account.

Which Solution can be used to achieve this?

- A. Triggered Email in Email Studio
- B. File Drop Event in journey Builder
- C. Import Activity
- D. File Drop automation in Automation Studio

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

**NEW QUESTION: 60**

A marketing associate at Northern Trail Outfitters must create an email campaign for the company's new winter offerings. Which method could the associate use to create the email message? (Choose 2)

- A. Email templates
- B. Email Send Wizard
- C. HTML Paste
- D. User-initiated email message

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

**NEW QUESTION: 61**

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

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

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

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**NEW QUESTION: 62**

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on

the CTA? Choose two answers.

- A. select the URL id for the URL or tracking the alias from the job links tab.
- B. select the click activity bar chart from the email overview of the click activity tab
- C. select the URL or tracking alias from the link view tab of the click activity tab.
- D. select the user clicks the overview tab in the inbox activity section

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 63**

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email.

Which results file format is available for selection when generating this report?

- A. Word Document (.docx)
- B. Compressed File (.tar.gz)
- C. Data File (.csv)
- D. Image File (.jpg)

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

**NEW QUESTION: 64**

A healthcare company imports its patient portal registrations at the parent level business unit (BU). The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

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

- A. After the file import, use the transfer file activity to move data into data extensions in child BUS.

**B.** Create automations that import the data directly into the child BUs to bypass the parent level BU.

**C.** After the file import, use the filter activity to populate shared data extensions that are available to child BUs.

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

#### **NEW QUESTION: 65**

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter. Where can the marketer most easily find this information?

**A.** Tracking Job Links tab > URL ID

**B.** Tracking Click Activity tab > Email Overlay View

**C.** Tracking Click Activity tab > Link View

**D.** Tracking Overview tab > Clicks

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 66**

How are publication lists used in the Marketing Cloud?

**A.** To manage subscribers in guided and triggered email sends.

**B.** To allow subscribers to opt-down/out instead of unsubscribing from all.

**C.** To build dynamic content rules by subscriber type.

**D.** To send communication to all subscribers, regardless of opt -in status.

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

#### **NEW QUESTION: 67**

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.** Full-width lifestyle imagery featuring attractive people

**B.** Personalized imagery influenced by subscriber preferences

**C.** Images of products that the customer has previously purchased

**D.** Content focused on winter sports items for holiday shopping

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 68**

What is the recipient maximum for a test send?

- A. 1
- B. 5
- C. 3
- D. Unlimited

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

**NEW QUESTION: 69**

When using a mobile-optimized template, what causes the mobile layout to display?

- A. A subscriber attribute that dictates a mobile layout preference
- B. The email client detection tracking pixel
- C. The screen size of the device that is used to view the email
- D. The specific device that is used to view the email

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

**NEW QUESTION: 70**

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Set up a default value for the column
- B. Ensure the Nullable property is unchecked for the First Name and Last Name columns
- C. Make the First Name and Last name columns Primary Keys
- D. Check the Nullable property for the First Name and Last Name columns

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

**NEW QUESTION: 71**

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails.

After

submission, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

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

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

**NEW QUESTION: 72**

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

Which feature should help achieve this as an automatic flow?

- A. Content Builder Approvals

- B. Approval Workflow
- C. Subscriber Preview

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

### **NEW QUESTION: 73**

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.

Which two best practices should NTO employ when sending email? (Choose two.)

- A. Set cadence expectations up front with subscribers.
- B. Use subscriber data to dynamically populate email content.
- C. Send multiple emails a day to keep the brand top of mind.
- D. Send generic content to appeal to all audiences.

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

### **NEW QUESTION: 74**

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

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

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

Explanation/Reference:

### **NEW QUESTION: 75**

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

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

### **NEW QUESTION: 76**

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently.

The email team wants to track click behavior for all linked hero images using the naming convention

"Hero\_CTA."

Which two different methods would ensure click behavior on these images if tracked with this naming convention? Choose 2 answers

- A. Include Hero\_CTA1 In the filename for each Hero Image.
- B. Add "Hero\_CTA" to the Tracking Alias field for each link.
- C. Include "Hero\_CTA" in the Link Tooltip field for each link.
- D. Include an alias attribute in each anchor tag and populate it with "Hero\_CTA."

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

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#### **NEW QUESTION: 77**

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

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

#### **NEW QUESTION: 78**

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 could this be achieved?

- A. Create a scheduled automation to import the file on a recurring basis with store information.
- B. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.

**C.** Create an automation to begin when information changes on a store object using a workflow rule.

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

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

Explanation/Reference:

#### **NEW QUESTION: 79**

An email marketer needs a point-and-click tool 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.** Audience Builder

**B.** Contact Builder

**C.** Data Filters

**D.** SQL Query Activity

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

#### **NEW QUESTION: 80**

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Given that NTO is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

**A.** Subscriber can choose to be unsubscribed from all NTO publications.

**B.** Subscriber can choose to be removed from the data extension.

**C.** Subscriber can choose which publications to unsubscribe from.

**D.** Subscriber can choose to resubscribe to the list used for the send.

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

#### **NEW QUESTION: 81**

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.** HTML Paste

**B.** Template Based

**C.** Web Paste

D. Text only

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

**NEW QUESTION: 82**

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

- A. Automation Studio and Path Optimizer
- B. Automation Studio and Journey Builder
- C. Journey Builder and Behavioral Triggers

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

**NEW QUESTION: 83**

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

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

- A. Withdraw email approval.
- B. Unshare the email.
- C. Cancel send using email.

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

**NEW QUESTION: 84**

A marketer is completing a Send Preview based on a pre-deployment checklist.

What task is validated during the Send Preview?

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

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

Explanation/Reference:

**NEW QUESTION: 85**

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently.

The email team wants to track click behavior for all linked hero images using the naming convention

"Hero\_CTA."

Which two different methods would ensure click behavior on these images if tracked with this naming convention? Choose 2 answers

- A. Include Hero\_CTA1 In the filename for each Hero Image.
- B. Include an alias attribute in each anchor tag and populate it with "Hero\_CTA."
- C. Include "Hero\_CTA" in the Link Tooltip field for each link.
- D. Add "Hero\_CTA" to the Tracking Alias field for each link.

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

#### **NEW QUESTION: 86**

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

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

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

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

#### **NEW QUESTION: 87**

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

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

#### **NEW QUESTION: 88**

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. GTL with tables
- D. CSS3 media queries

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

#### **NEW QUESTION: 89**

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

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 90**

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

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

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

#### **NEW QUESTION: 91**

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. Loyalty Member Status
- D. Full Name

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

Explanation/Reference:

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**NEW QUESTION: 92**

orthern trail outfitters (NTO) is currently sending out a single welcome email when a subscriber join its myNTO rewards program. NTO wants to test whether one,two,three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- A. journey builder using random split with three branches.
- B. automation studio with three sep
- C. journey builder using a decision split with three branches.
- D. series of a/b test determine the number of emails.

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 93**

What is a table within the application database that stores sendable subscriber data as well as relational data like

purchases, inventory, rewards programme data?

- A. Data List
- B. Data Extension
- C. Data Table
- D. List
- E. Subscriber Table

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

**NEW QUESTION: 94**

What is a personalization string?

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

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

**NEW QUESTION: 95**

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

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

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

**NEW QUESTION: 96**

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

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

**NEW QUESTION: 97**

Northern Trail Outfitters wants to test five different welcome email paths in Journey Builder. After seven days, they want to send all new journey entrants along the path with the greatest click-through rate. How could these criteria be met?

- A. Use Random Split, create 5 Paths with equal distribution, add an Email and Wait By Duration of 7 days
- B. Use Decision Split, select Journey Data for the path criteria, and revisit the journey 7 days after activating
- C. Use Engagement Split, select Clicks on the Message Metrics, and add a Wait By Duration of 7 days
- D. Use Path Optimizer, select Click Rate as the winner evaluation, and select 7 days as the engagement monitor

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

**NEW QUESTION: 98**

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. Create a Test data extension that contains the five content variations the two team members need to validate.
- C. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"
- D. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."

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

**NEW QUESTION: 99**

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

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

**NEW QUESTION: 100**

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. Sender Profile
- D. AMPscript Lookups

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

**NEW QUESTION: 101**

Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverability continually decreased over the last year. NTO wants to grow their existing subscriber base and increase ROI on email marketing by improving engagement with subscribers.

Which three strategies would improve their email deliverability?

Choose 3 answers

- A. Purchase lists from companies that guarantee users have opted in.
- B. Encourage subscribers to add the company's sending domain to their contacts.
- C. Ensure the spam complaint rate is between 1% and 3%.
- D. Exclude old or inactive email addresses.
- E. Authenticate email sending to distinguish it from spammers.

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

**NEW QUESTION: 102**

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 two.)

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

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

Explanation

### **NEW QUESTION: 103**

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

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

### **NEW QUESTION: 104**

Describe global legal compliance guidelines that marketers must adhere to with email Marketing. Think CANSPAM act. (Choose 4)

- A. Honor Opt-out requests promptly.
- B. Be aware of the size of your email.
- C. Identify the message as an advertisement unless you have express consent (Opt-in) from the subscriber.
- D. Provide a mechanism to opt out.
- E. Your Data should always be relevant to the subscriber.
- F. Include your physical mailing address.

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

### **NEW QUESTION: 105**

What happens if you do not deal with bounce rates of 20% or greater?

- A. Your ISP will suspend your next send.
- B. The next time you send an email the offending emails will be dropped from the list.
- C. Your ISP reputation will be impacted.
- D. Nothing

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

**NEW QUESTION: 106**

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

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

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**NEW QUESTION: 107**

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

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

**NEW QUESTION: 108**

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

- A. Send Previews
- B. Scheduled Sends

- C. A/B Tests
- D. Triggered Sends
- E. Test Sends

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

**NEW QUESTION: 109**

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

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

**NEW QUESTION: 110**

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior.

Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

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

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

**NEW QUESTION: 111**

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

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

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

**NEW QUESTION: 112**

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

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

### NEW QUESTION: 113

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

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

Explanation

### NEW QUESTION: 114

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

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

Explanation

### NEW QUESTION: 115

What is an Automation Studio activity? (Choose 3)

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

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 116**

How can you tell the marketing cloud that an email is commercial or transactional?

- A. Check the Transactional checkbox
- B. Check the commercial email checkbox
- C. Associate a commercial send classification to the email
- D. Associate a transactional send classification to the email

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

**NEW QUESTION: 117**

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

- A. Make unsubscribing easy
- B. Follow the CAN SPAM Law
- C. Always make email opt in required
- D. Only use the email address offered
- E. Make unsubscribing easy, no more than 4 clicks

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

**NEW QUESTION: 118**

What three methods are used to import data into a data extension?

- A. API, Import Wizard, and Import Activity
- B. API, Import Filter, and Import Activity
- C. Import Wizard, Data Filter, and Import Activity
- D. Import Filter, Import Data, and Automation
- E. API, Data Filter, and Import Activity

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

**NEW QUESTION: 119**

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 a scheduled automation to import the file on a recurring basis with store information.
- B. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- C. Create a file drop automation to initiate when the store's data extension is updated via import.
- D. Create an automation to begin when Information changes on a store object using a workflow rule.

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

**NEW QUESTION: 120**

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 (LEAVE A REPLY)**

Reference:

[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: 121**

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

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

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**NEW QUESTION: 122**

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

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

#### **NEW QUESTION: 123**

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

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

#### **NEW QUESTION: 124**

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 file drop automation to initiate when the store's data extension is updated via import.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- D. Create a scheduled automation to import the file on a recurring basis with store information.

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

#### **NEW QUESTION: 125**

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.

- B.** Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- C.** Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
- D.** Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.

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

**NEW QUESTION: 126**

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.** Guided Send
- B.** Send Activity
- C.** User-Initiated Email
- D.** Send Flow

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

**NEW QUESTION: 127**

A marketer sends an email to a sendable data extension that contains a Customer\_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

- A.** The subscriber will be added to the All Subscribers List with a status of Active.
- B.** If the Customer\_ID field does not exist on the All Subscribers List, the email send will fail.
- C.** The Primary Key and demographic data will be added to the All Subscribers List.
- D.** The email address and Subscriber Key will be added to the All Subscribers List.

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

**NEW QUESTION: 128**

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

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

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

**NEW QUESTION: 129**

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A. Send Performance Tab
- B. Email Overlay View
- C. Tracking Conversions Tab

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

**NEW QUESTION: 130**

Northern Trail Outfitters (NTO) wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive.

Which two techniques could be used? (Choose two.)

- A. Include `style="display:block"` on all images.
- B. Use a Basic, Empty, or Themed Template in Content Builder.
- C. Include `@media` query CSS in the email.
- D. Use inline CSS styling on all HTML elements.

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

**NEW QUESTION: 131**

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

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

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

**NEW QUESTION: 132**

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?

- A. Audience Studio
- B. Data Designer
- C. Automation Studio

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

**NEW QUESTION: 133**

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 Tracking Alias
- C. Link Help Text
- D. Link Conversion Tracking

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

#### **NEW QUESTION: 134**

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers. What feature would allow for easy segmentation?

- A. AMPscript
- B. Query Activities
- C. Measures
- D. Data Filters

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

#### **NEW QUESTION: 135**

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?

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

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

#### **NEW QUESTION: 136**

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. Test Send

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

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

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**NEW QUESTION: 137**

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities.

Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- A. Query Activity
- B. Post to Facebook
- C. Wait Until
- D. Decision Split
- E. Send SMS

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

**NEW QUESTION: 138**

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

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

**NEW QUESTION: 139**

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

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 140**

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

- A. Send Flow
- B. Test Send
- C. Triggered Email
- D. User-Initiated Email

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

**NEW QUESTION: 141**

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

**Answer: A,D,E (LEAVE A REPLY)**

**NEW QUESTION: 142**

Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

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

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

**NEW QUESTION: 143**

Which feature can be included in a content box? (Choose 3)

- A. Facebook Like
- B. Social Forward
- C. Forward to a Friend
- D. Microsites
- E. Content Detective

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

**NEW QUESTION: 144**

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

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

**NEW QUESTION: 145**

A marketer developed an email with personalized content based on five geographic regions.

- \* Northeast-Static image of a lighthouse
- \* Southeast-Image carousel of beaches
- \* Central-Has no content to display
- \* Northwest-Static image of a waterfall
- \* Southwest-Expiring coupon

How many Dynamic Content Rules need to be created to accomplish this?

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

D. 6

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

**NEW QUESTION: 146**

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. Dynamic Content
- B. AMPscript
- C. Profile Mappin
- D. Personalization Strings

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

**NEW QUESTION: 147**

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

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

Answer: ([SHOW ANSWER](#))

**NEW QUESTION: 148**

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder?

Choose 3 answers

- A. Goal setting to have the system listen to see if users met the goal.
- B. Criteria setting to segment contacts based on behavior using SQL.
- C. A/B/N testing as part of the workflow to conduct timing and creative tests.
- D. Extracting data from an Audience data extension for analysis.
- E. Updating or creating Salesforce CRM objects or records.

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

**NEW QUESTION: 149**

Northern Trail Outfitters (NTO) has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation, Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available Activities.

Which three standard Canvas Activities are available in Journey Builder? (Choose three.)

- A. SQL Query Activity
- B. Wait By Duration

- C. Send SMS
- D. Post to Facebook
- E. Decision Split

**Answer: B,C,E (LEAVE A REPLY)**

**NEW QUESTION: 150**

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript.

Which statement best describes how AMPscript can be used to customize email messages?

- A. Provides advanced content personalization
- B. Inserts responsive content based on the user's viewing device
- C. Automates the flow of creating email messages
- D. Automates the template creation process

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

**NEW QUESTION: 151**

A small company, with limited resources, has started to use the 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.

What is the optimal way to manage unsubscribes by communication type?

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

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

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**NEW QUESTION: 152**

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

What functionality can be used to accommodate this?

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

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

**NEW QUESTION: 153**

How is Primary Key used?

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

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

**NEW QUESTION: 154**

A marketer want to send a transaction email that is can-spam complied, which three criteria should be met to ensure compliance with the can-spam act. Choose three answers.

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

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

**NEW QUESTION: 155**

An email marketing team has been tasked with building a new email that pulls in personalized content based on

customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four

elements that are required for the creation of a dynamic content rule?

- A. Customers, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Preferences, Value, Operator, Lists
- D. Attribute, Value, Operator, Content

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

**NEW QUESTION: 156**

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. Performance data on the Overview tab
- C. Subscribers who click on a specific link
- D. Number of clicks from mobile devices

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

**NEW QUESTION: 157**

A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?

- A. Update the link using AMPscript
- B. Change the URL Expiration in Email Administration
- C. Change the link in Job Links under Tracking
- D. Resend the email with the correct link

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

**NEW QUESTION: 158**

How are the test audiences for an A/B test selected? (Choose 2)

- A. The system automatically uses 15% of the population for each audience
- B. The test administrator selects a percentage or a fixed number of target subscribers from the total for each audience
- C. The system randomly places target subscribers into the selected audiences
- D. The test administrator chooses which subscribers to place in each audience

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

**NEW QUESTION: 159**

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. Have Support recall the email if it has not yet been opened by a subscriber.
- B. Send another email to the same subscribers containing the correct link.
- C. Locate the job under Tracking and update the URL in the Job Links tab.
- D. Update the link in the stored email content and it will be pulled in automatically.

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

**NEW QUESTION: 160**

What are three tactics for subscriber growth? (Select 3)

- A. Online Newsletter
- B. Email capture via Facebook
- C. General Email Sign-up
- D. Sign up requests specific to various sections of a website

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

**NEW QUESTION: 161**

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: A,B,E (LEAVE A REPLY)**

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: 162**

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. Journey Builder using a Decision Split with three branches.
- D. A series of A/B tests to determine the number of emails.

**Answer: (SHOW ANSWER)**

### **NEW QUESTION: 163**

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

- A. Cut content to make the message fit above the fold.
- B. Design with the most important content at the top.
- C. Use image-based text for hero graphics.
- D. Stack the content in a single column.
- E. Keep copy simple and direct.

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

### **NEW QUESTION: 164**

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

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

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

### **NEW QUESTION: 165**

NTO managed a new custom preference center to allow customers to provide details around their personal information such as age gender and outdoor sporting interest, in which two ways should NTO honor customer preference when creating emails.

Choose two answers

- A. create longer email to include all preference of customers so that customer don't miss any content
- B. Create dynamic rules based on customers preference in order to send specific content
- C. send customers one email per preference choiceto ensure costumer receives what they wants
- D. use Amp script to dynamicallypull in associated with costumer preference

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 166**

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

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

Answer: ([SHOW ANSWER](#))

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**NEW QUESTION: 167**

What statement accurately dictate the configuration of the orders data extension

- A. order no will be used as the primary key
- B. all field in the data extension are null able
- C. the order no field will be a number data type field
- D. customer id will be used a primary key

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

**NEW QUESTION: 168**

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?

- A. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
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- C. Create an API-driven process to put the data directly into the data extension when any data is changed.
- D. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.

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

#### **NEW QUESTION: 169**

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

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

#### **NEW QUESTION: 170**

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

(Choose two.)

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

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

#### **NEW QUESTION: 171**

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 NTOsftp, a proof email is being send to business stake holders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and AP drivento put the data directly into data extension when any data is changed.
- B. create a schedule automation that runsevery 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 (LEAVE A REPLY)**

### **NEW QUESTION: 172**

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

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

How can this be achieved?

A. Create a scheduled automation to import the file on a recurring basis with store information

B. Create an automation to begin when information changes on a store object using a workflow rule

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: B (LEAVE A REPLY)**

### **NEW QUESTION: 173**

What are the key ways to improve email deliverability in email marketing? (Choose 4)

A. Use double Opt-in to avoid getting blacklisted.

B. Use email templates

C. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!

D. Maintain a consistent "From Name"

E. Consider Subscriber engagement....send only to most engaged subscribers.

F. Email sign-up on website.

**Answer: A,C,D,E (LEAVE A REPLY)**

### **NEW QUESTION: 174**

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. Send emails less frequently

B. Request they resubscribe

C. Remove them from the list

D. Send emails more frequently

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

**NEW QUESTION: 175**

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

**NEW QUESTION: 176**

Which send process can use Sender Profiles? (Choose 3)

- A. Guided Sends
- B. Simple Automated Sends
- C. User-Initiated Sends
- D. Triggered Sends
- E. Test Sends

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

**NEW QUESTION: 177**

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 three.)

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

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

Explanation

**NEW QUESTION: 178**

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.** find each individual with subscriber preview and test send to each individual recipient
- 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.** create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.

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

#### **NEW QUESTION: 179**

A new data extension named "Orders" contains order data. One row is recorded for each customer's order.

Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A.** OrderNumber will be used as the Primary Key
- B.** The OrderNumber field will be a Number data type field
- C.** CustomerID will be used as the Primary Key
- D.** All fields in the data extension are nullable

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

#### **NEW QUESTION: 180**

An email marketer needs a point-and-click tool 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.** Contact Builder
- B.** SQL Query Activity
- C.** Audience Builder
- D.** Data Filters

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

#### **NEW QUESTION: 181**

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.** Physical Mailing Address
- B.** Profile Center URL

C. Terms and Conditions Policy

D. Company Website URL

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

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**NEW QUESTION: 182**

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. Personalization Strings

B. Sender Profiles

C. AMPscript Lookup

D. Delivery Profiles

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

**NEW QUESTION: 183**

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

A. Data Extract Activity

B. Drag and Drop Segmentation

C. Audience Builder

D. Profile Attributes

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 184**

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. Select the attribute as required

- C. Set a custom maximum length of six
- D. Select the data type as Text

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

**NEW QUESTION: 185**

Northern Trail Outfitters wants to send shipping email notifications to members, Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.

Which solution could be used to achieve this?

- A. Transactional Send in Journey Builder
- B. File Drop Starting Source in Automation Studio
- C. File Drop Entry Source in journey Builder
- D. Import Activity in Automation Studio

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

**NEW QUESTION: 186**

We are creating a custom html paste email within content builder, which 2 features can be inserted into the html code by using the insert code snippet tool. Choose 2 answers

- A. stored content box
- B. physical mailing address
- C. track emails open
- D. A tooltip

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

**NEW QUESTION: 187**

A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automation studio?

- A. Triggered send
- B. Send email
- C. Template send
- D. Automated send

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

**NEW QUESTION: 188**

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

Where should they find this dashboard?

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

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

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