

Salesforce.Marketing-Cloud-Email-Specialist.v2024-07-25.q109

Exam Code:	Marketing-Cloud-Email-Specialist
Exam Name:	Salesforce Certified Marketing Cloud Email Specialist
Certification Provider:	Salesforce
Free Question Number:	109
Version:	v2024-07-25
# of views:	604
# of Questions views:	1090
https://www.freeqas.com/qa/Salesforce/Marketing-Cloud-Email-Specialist/Salesforce.Marketing-Cloud-Email-Specialist.v2024-07-25.q109.html	

NEW QUESTION: 1

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 two.)

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

Answer: B,C (LEAVE A REPLY)

Explanation

NEW QUESTION: 2

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 3

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

- A. Social Forward
- B. Forward to a Friend
- C. Facebook Like

D. Content Detective

E. Microsites

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

NEW QUESTION: 4

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

How should NTO build the email?

A. Create a template and lock content in the template.

B. Create dynamic content with a SQL Query activity.

C. Create multiple versions of the email for loyalty and non-loyalty members.

D. Create a template-based email using dynamic content.

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 5

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. Wait By Duration

B. Post to Facebook

C. Send SMS

D. Decision Split

E. SQL Query Activity

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

NEW QUESTION: 6

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

A. Make unsubscribing easy, no more than 4 clicks

B. Only use the email address offered

C. Always make email opt in required

D. Follow the CAN SPAM Law

E. Make unsubscribing easy

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

NEW QUESTION: 7

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > File Transfer > Import Activity
- B. Tracking Extract > Import Activity > SQL Activity
- C. Tracking Extract > Import Activity > Data Extension Extract

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 8

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

Customers can place multiple orders. The Orders data extension relates to other data extensions and 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.

What 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: 9

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Web Studio to capture Query parameters from social media link.
- C. Use an interactive form from email Studio to collect this information

Answer: ([SHOW ANSWER](#))

Explanation

Web Studio to capture Query parameters from social media link is the correct answer. This option allows you to create landing pages or microsites using Marketing Cloud tools and data that can capture information from users who visit your pages from social channels, such as Facebook or Twitter. You can use query parameters in your social media link to pass information such as user ID, name, email address, etc., and then use AMPscript or SSJS code in your Web Studio page to retrieve and store that information in a data extension or list for future mailing. Use Journey Builder to build an audience using Ad Studio is not a valid option, as this option only allows you to create audiences based on existing contacts in Marketing Cloud or Salesforce CRM, not new users from social channels. Use an interactive form from Email Studio to collect this information is not a valid

option either, as this option only allows you to collect information from users who already receive your emails, not new users from social channels. You can learn more about this in the [Web Studio Basics] module on Trailhead.

NEW QUESTION: 10

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

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 11

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 12

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

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

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

NEW QUESTION: 13

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

Answer: A (LEAVE A REPLY)

Explanation

Test sends are not recorded on the Send Log Data Extension is the correct answer. A Send Log Data Extension is a data extension that captures information about each email send, such as subscriber key, email name, subject line, send date, etc. However, test sends are not recorded on the Send Log Data Extension, as they are not considered actual sends. Test sends are used to preview and test how your email will look for different subscribers before sending it to your target audience. The send exceeded the maximum test send threshold is not a valid reason, as there is no such limit for test sends in Marketing Cloud. A subscriber was not selected in the Subscriber Preview tab is not a valid reason either, as this option only affects how you preview your email content, not how you record your test send information. You can learn more about this in the [Email Testing Tools] module on Trailhead.

NEW QUESTION: 14

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 15

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber data

a. Which two types

of data can subscribers easily update via the default Profile Center? Choose 2 answers

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

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

NEW QUESTION: 16

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate to their CRM and want update records directly a recipient clicks the 'Confirm RSVP button.

Which automation solution should easily allow this action?

- A. Automation Studio
- B. Behavioral Triggers
- C. Journey Builder

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that Imports subscriber data regularly and updates key data extensions
- C. An automation that contains several recurring emails and decisioning points

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 18

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

NEW QUESTION: 19

What 3 options are available to create a template in the marketing cloud? (Choose 3)

- A. Template Editor
- B. Mobile Template Editor

C. Content Builder

D. Paste HTML

Answer: (SHOW ANSWER)

NEW QUESTION: 20

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.

Which method should the team use to accomplish this goal?

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

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

C. Remove inactive subscribers from the target population.

D. Create a list of inactive subscribers and suppress them from campaigns.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 21

Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

A. Shared Data Extensions

B. Shared Emails

C. Shared Portfolio Items

D. Shared Publication Lists

Answer: D (LEAVE A REPLY)

NEW QUESTION: 22

Where can a filtered data extension be manually refreshed? Select 2

A. Send Email wizard

B. Data Extension folder listing

C. User-initiated send definition

D. Data Extension details page

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 23

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

A. Create a Query Activity using Conversions Data View

B. Select Conversion Data from the Tracking menu

C. Run a Conversion Report for this tracking link

D. View Conversions tab of the email send's tracking page

Answer: (SHOW ANSWER)

NEW QUESTION: 24

NTO using three different email as a part of seasonal campaign and would like to compare the open entry through rates across the emails. Which feature will enable this?

- A. include measures within the filter
- B. compare emails send on the tracking page
- C. email send report
- D. email comparison report.

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

NEW QUESTION: 25

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

NEW QUESTION: 26

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use a Decision Split activity on the journey canvas.
- C. Use Automation Studio to query a population into a data extension.

Answer: ([SHOW ANSWER](#))

Explanation

Using Automation Studio to query a population into a data extension is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails. This will reduce the size of the data extension and improve the performance of the journey. Using Filter Contacts criteria or a Decision Split activity will still load all loyalty members into the journey, which is inefficient and unnecessary. [Source: Trailhead]

NEW QUESTION: 27

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

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

NEW QUESTION: 28

What are some things a marketer should consider in order to help ensure that their email marketing message is effective? (Choose 4)

- A. Honor opt-requests promptly
- B. Animated Gifs
- C. Use styled alt tag and background color
- D. Be aware of size of e-mail, be brief.
- E. Automate your post-message
- F. Link the GIF to a video

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 29

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

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

NEW QUESTION: 30

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.

What should be configured to ensure compliance with this request?

- A. Consent Management
- B. Exclusion Script
- C. DoNotTrack Attribute

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

NEW QUESTION: 31

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Data Extract Activity
- B. Verification Activity
- C. Wait Activity

Answer: (SHOW ANSWER)

Explanation

Verification Activity is the step that prevents the automation from completing the automation instance and delivering an inaccurate report if some agents have not created their data extensions in time. This activity verifies that a data extension meets certain criteria, such as row count or field value, before proceeding to the next step. If the criteria are not met, the activity stops the automation and sends an email notification. Data Extract Activity is a step that extracts data from a data extension or data view and places it in a file on the Enhanced FTP server. Wait Activity is a step that pauses an automation for a specified period of time.

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NEW QUESTION: 32

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 33

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

What should they know about Total Opens?

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

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

NEW QUESTION: 34

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Subscriber Preview
- B. Test Send
- C. Content Detective

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

NEW QUESTION: 35

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. Click rate
- C. Block bounces

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

NEW QUESTION: 36

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- B. Place the audience SQL Query Activity below the exclusion SQL Query Activity.
- C. In the step with the two SQL activities, place a wait step between them.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 37

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

A. Updating an email to reflect changes made in its template can be done in the email properties

B. Changes to a template are automatically inherited in emails built from that template

C. Changes to a template cannot be made once it is saved in the application

D. A template does not automatically affect emails created from that template

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

NEW QUESTION: 38

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. Automation Studio

B. Predictive Email

C. Scheduled Email Sends

D. Journey Builder

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

NEW QUESTION: 39

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

A. SQL query activity

B. Filter Data Activity

C. Random Data Extension

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 40

Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions.

NTO would like to send out a series of emails to educate and remind members to purchase the subscription before the trial ends.

What tool is an option for this scenario?

A. Automation Studio

B. Content Builder

C. Send Flow

D. Contact Builder

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

NEW QUESTION: 41

Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- A. SQL activity using data views
- B. Audit Trail extract
- C. Tracking Data extract

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

Explanation

SQL activity using data views is a method that allows marketers to access historical engagement data from Marketing Cloud. Data views are system-generated data extensions that store tracking data for various types of events, such as email sends, opens, clicks, bounces, unsubscribes, etc. Marketers can use SQL queries to join and filter data from different data views and create custom reports or segments based on historical engagement data.

NEW QUESTION: 42

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

What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 43

How can AMP script customize email messages?

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

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

What can be used to accomplish this? Choose 2 answers

- A. Profile Mapping
- B. AMP script
- C. Dynamic Content

D. Personalization Strings

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

NEW QUESTION: 44

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them. Which feature should help achieve this?

- A. Einstein Messaging Insight
- B. Einstein Engagement Scoring
- C. Einstein Engagement Frequency

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

Explanation

Einstein Engagement Frequency is a feature that uses artificial intelligence to analyze subscriber engagement data and determine the optimal number of emails to send to each subscriber per week. Marketers can use Einstein Engagement Frequency to segment subscribers based on their engagement frequency range and target them with personalized email campaigns.

NEW QUESTION: 45

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. Send customers one email per preference choice to ensure customers receive what they want.
- C. Create dynamic rules based on customers' preferences in order to send specific content.
- D. Use AMPscript to dynamically pull in content associated with customers' preferences.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 46

Which type of data can a subscriber easily update via the Profile Center? (Choose 2)

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 47

Why should a Marketer ensure that field lengths are accurate when creating a data extension? Choose 2 answers

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 48

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- A. Einstein Messaging Insights
- B. Einstein Copy Insights
- C. Einstein Email Recommendations

Answer: B (LEAVE A REPLY)

NEW QUESTION: 49

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: A (LEAVE A REPLY)

Explanation

NEW QUESTION: 50

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. Request they resubscribe
- B. Remove them from the list
- C. Send emails more frequently
- D. Send emails less frequently

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

NEW QUESTION: 51

Other than an image a file must be XX MB or less in size?

- A. 1 KB
- B. 1 MB
- C. 5MB
- B 25 MB

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

NEW QUESTION: 52

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

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

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

NEW QUESTION: 53

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. From Address Management
- B. Delivery Profile
- C. Sender Profile

Answer: ([SHOW ANSWER](#))

Explanation

The Delivery Profile is where the IP address for sending emails is configured. NTO should update the Delivery Profile for the transactional sends to use the new IP address

NEW QUESTION: 54

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Scheduled Automation
- C. Wait Activity

Answer: A (LEAVE A REPLY)

Explanation

Triggered Automation is a feature that allows marketers to run an automation when a file is dropped into a specified location, such as an FTP folder or Enhanced FTP folder.

Triggered Automation can accommodate the setup of NTO's third-party point-of-sale software that sends order information in batches of large files at varying times throughout the day. [Source: Trailhead]

NEW QUESTION: 55

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

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 56

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 and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- 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 the IT users from the Notification Settings panel on the Overview page in Automation Studio.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 57

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 58

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.

Which tool should they use?

- A.** Publication lists
- B.** Suppression lists
- C.** Profile attributes
- D.** List unsubscribe

Answer: A (LEAVE A REPLY)

NEW QUESTION: 59

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

- A.** Validation Error
- B.** Hard Bounce
- C.** Soft Bounce
- D.** Unsubscribed

Answer: B (LEAVE A REPLY)

NEW QUESTION: 60

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 61

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 JourneyBuilder due to the available activities. Which three Canvas Activities are available in Journey Builder?

Choose 3

answers

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

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

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NEW QUESTION: 62

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- A. Specify character encoding in import file.
- B. Manage Files in File Transfer.

C. Configure Field-Level Encryption in import file.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 63

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send information?

- A. Select the Use for triggered send' checkbox.
- B. Create from template and choose triggered Send Data Extension template.
- C. Include Subscriber key and Email address field as primary key.

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

NEW QUESTION: 64

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until it is approved again.
- B. The send is canceled when the approval is withdrawn.
- C. The originally approved version of the email will be sent.

Answer: ([SHOW ANSWER](#))

Explanation

The originally approved version of the email will be sent if the approval is withdrawn after scheduling the send. The withdrawal of approval does not affect the scheduled send, unless the marketer cancels or reschedules it manually. [Source: Trailhead]

NEW QUESTION: 65

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience.

Which tool should provide a list of subscribers who didn't receive the expected emails?

- A. _sent Dataview
- B. 'Subscribers Not Sent To*' report
- C. Not Sent Tracking Extract

Answer: ([SHOW ANSWER](#))

Explanation

Not Sent Tracking Extract is the tool that should provide a list of subscribers who didn't receive the expected emails. Not Sent Tracking Extract is a type of tracking extract that allows you to export data about subscribers who were excluded from an email send due to various reasons, such as suppression lists, publication lists, frequency capping, etc. You can use this tool to identify why some subscribers didn't receive your emails and take corrective actions if needed. _sent Data View is a system data view that allows you to

query data about subscribers who were sent an email within the last six months.
'Subscribers Not Sent To' report is not a valid report in Marketing Cloud.

NEW QUESTION: 66

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holidays promotional email.

Which feature should NTO use?

- A. Enhanced Dynamic Content
- B. Einstein Coy Insights
- C. Einstein Content Selection

Answer: C (LEAVE A REPLY)

NEW QUESTION: 67

A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.

How should they manage unsubscribes by communication type?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 68

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Email Performance Over Time Report
- B. Pivot table in Datorama Reports
- C. Filter Activity in Automation Studio

Answer: B (LEAVE A REPLY)

NEW QUESTION: 69

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

Answer: (SHOW ANSWER)

Explanation

Datorama Reports - Journey Performance is where leadership at NTO should find the dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Datorama Reports is a feature that provides advanced analytics and insights for Marketing Cloud journeys. It allows you to create custom dashboards and reports that measure the performance of your journeys based on various metrics, such as engagement, conversion, revenue, etc. You can also filter your data by time range, journey name, version, status, etc. Journey Builder - Journey History shows the history of journey versions, activations, and deactivations, but not the success rate of customers. Reports - Journey Engagement shows the engagement metrics for a specific journey version, such as sent, delivered, open, click, etc., but not the success rate of customers.

NEW QUESTION: 70

Which feature can a marketer use to individualize content in an email? (Choose 3)

- A. Personalization string
- B. Specialized content
- C. Predictive content
- D. Audience Segmentation
- E. Dynamic content

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

NEW QUESTION: 71

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level. NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

- A. Publication Lists
- B. List Unsubscribes
- C. Journey Builder Sends

Answer: A (LEAVE A REPLY)

NEW QUESTION: 72

Northern Trail Outfitters' (NTO) marketing team wants to differentiate test emails from live sends by using the words 'For Review' in the subject line of every email sent for testing purposes. What can NTO do to ensure they receive a warning before sending any emails with the words 'For Review' in the subject line?

- A. Configure Standard Approvals to include select key words for sends
- B. Create a validation rule to prevent the sending of test emails to live audiences
- C. Add the selected key words to Subject/Preheader Validation
- D. Ensure that the administrator enables testable subject lines for send flows

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

NEW QUESTION: 73

NTO has a master customer shared data extension the company want to make the table available to some of the business unit but not all of them how can access to master costumer table be restricted.

- A. manage data extension policies
- B. shared data extension permission
- C. data extension sharing rule
- D. date time range for access.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 74

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Define a goal for each journey.
- B. Review opens and clicks activity summaries.
- C. Export the journey email analytics

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

Explanation

Reviewing opens and clicks activity summaries is the best action to evaluate journey performance, as it provides information about how subscribers are engaging with the emails sent from the journey. The activity summaries show metrics such as unique opens, unique clicks, unsubscribes, bounces, and complaints for each email activity in the journey. These metrics can help the marketer assess the effectiveness of the email content, design, and timing.

NEW QUESTION: 75

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

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

NEW QUESTION: 76

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split
- B. Frequency Split
- C. Scoring Split

Answer: A (LEAVE A REPLY)

Explanation

Engagement Split is the Journey Builder activity that NTO should use. Engagement Split is an activity that allows you to split contacts based on how they interacted with a previous email send, such as opened, clicked, or converted. You can use this activity to include specific content for your most engaged customers and different content for your least engaged customers. Frequency Split is an activity that allows you to split contacts based on how often they have received messages from your account. Scoring Split is an activity that allows you to split contacts based on their Einstein Engagement Score.

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NEW QUESTION: 77

Northern Trail Outfitters (NTO) wants to send out three emails In Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- A. Add each Send Email activity to different steps in an automation.
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to a single step in an automation.

Answer: C (LEAVE A REPLY)

NEW QUESTION: 78

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

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

- A. NTO needs flexible data storage.
- B. NTO will be using Journey Builder.
- C. NTO has fewer than 15 data points.
- D. NTO is storing product and store data.
- E. NTO has fewer than 250,000 subscribers.

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

NEW QUESTION: 79

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

- A. Filter the .csv file before import.
- B. Create a data filter on the data extension.
- C. Write a query to create a filtered data extension.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 80

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Synchronized Data Extensions folder
- B. In the Data Extensions folder with sharing enabled
- C. In the Shared Data Extensions folder

Answer: C (LEAVE A REPLY)

Explanation

To allow multiple business units to access the same data extension within its Enterprise 2.0 account, you should place the data extension in the shared data extensions folder. This folder is accessible by all business units in your account, and allows you to share data across different business units without duplicating it.

NEW QUESTION: 81

A marketing team is using the Import Activity to import a CSV file into a data extension.

The file location is the system default File Location: Enhanced SFTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? (Choose two.)

- A. Use the Import Wizard to point to rename the file on the Enhanced SFTP.
- B. Change the file format from "comma separated value" to "tab delimited."
- C. Ensure the file to be imported is in the Import Folder on the Enhanced SFTP.

D. Ensure the name of the file in the Import Activity matches the file name on the SFTP.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

A. Suppressed contacts from contact deletion

B. DoNotTrack preferences

C. Bounced contacts from previous sends

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

NTO used to maintain enterprise wide opt out for two segment of its subscribers stored in data extension, education event and sales what feature should the company used to manage it's opt out strategy

A. shared email

B. shared data extension

C. shared portfolio item

D. shared publication list

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

NEW QUESTION: 84

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads

etc., what are two ways that NTO can optimize its email design to honor branding guidelines and

ensure subscribers are getting the best experience possible.

Choose two answers

A. style or text for when images do not display automatically

B. let them be completely image based

C. add background colors that match branding

D. use custom corporate font to match NTO brand

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

NEW QUESTION: 85

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

What functionality can be used to accommodate this?

A. Primary Key

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

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

NEW QUESTION: 86

Which feature can a marketer use to individualize content in an email? (Choose 3)

- A. Dynamic content
- B. Specialized content
- C. Personalization string
- D. Predictive content
- E. Audience Segmentation

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

NEW QUESTION: 87

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

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

NEW QUESTION: 88

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP.

How should the automation be configured to run?

- A. Schedule the automation to run hourly.
- B. Trigger the automation via API.
- C. Use a File Drop starting source.

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

Explanation

Triggering an automation via API is a method that allows marketers to start an automation based on an external event or process, such as a website action. The automation can be triggered by calling the Perform method of the Automation object in the SOAP API. This method can be used to run an automation immediately or schedule it for a future date and time.

NEW QUESTION: 89

Northern Trail Outfitters wants to display the current date in order emails.

What could they use to display the date in real-time?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 90

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: 91

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance.

How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manger Settings
- B. Import Activity Notification Settings
- C. Automation Notification Settings

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 92

How can AMP script customize email messages?

A. Automate the template creation process.

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

What can be used to accomplish this? Choose 2 answers

B. Personalization Strings

C. Automate the flow of creating email messages.

D. Dynamic Content

E. AMP script

F. Profile Mapping

G. Insert responsive content based on the user's viewing device.

H. Provide advanced content personalization

Answer: C,G (LEAVE A REPLY)

NEW QUESTION: 93

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

A. Filter, Data Extract, File Transfer

B. SQL Query, Filter, Data Extract

C. SQL Query, Data Extract, File Transfer

Answer: A (LEAVE A REPLY)

NEW QUESTION: 94

A marketing manager wants to provide unique content to each customer in an upcoming email campaign.

Which three features could be used to create individualized content in the email? Choose 3 answers

A. Audience segmentation

B. In Personalization strings

C. Specialized content

D. In Einstein content

E. Dynamic content

Answer: (SHOW ANSWER)

NEW QUESTION: 95

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. conversion
- B. linkname
- C. alias

Answer: B (LEAVE A REPLY)

Explanation

The tag that NTO should add to the HTML <a> element to differentiate the links is linkname1. Linkname is an attribute that allows NTO to assign a custom name to each link in their email, which can help them track and measure the performance of each link type2. By using linkname, NTO can see how many clicks each image, text, or URL link received in their email reports3. For example, NTO can use linkname like this:

```
<a href="https://www.nto.com" linkname="logo"> 
</a> <a href="https://www.nto.com" linkname="text"> Click here to visit our website </a>
<a href="https://www.nto.com" linkname="url"> https://www.nto.com </a>
```

Conversion is not the correct answer, as it does not help differentiate the links. Conversion is an attribute that allows NTO to track and measure the revenue generated by each link in their email4.

By using conversion, NTO can see how much sales each link contributed to their email campaigns5. However, conversion does not affect the name or appearance of the links.

Alias is also not the correct answer, as it does not help differentiate the links. Alias is an attribute that allows NTO to assign a friendly name to each link in their email, which can help them improve their email deliverability and reputation. By using alias, NTO can avoid using long or suspicious-looking URLs that may trigger spam filters or deter subscribers from clicking. However, alias does not affect the tracking or reporting of the links.

References := 1: Link Attributes - Salesforce 2: Marketing Cloud Email Specialist

Certification Guide & Tips 3: Email Tracking - Salesforce 4: Conversion Tracking -

Salesforce 5: Conversion Tracking Reports - Salesforce : Alias Tag - Salesforce : Email Deliverability Best Practices for Email Studio - Salesforce

NEW QUESTION: 96

A marketer would like to send a commercial email that is cam-spam complied. Which two criteria should be met to ensure compliance with the cam spam act?

Choose two answers.

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 97

The marketing team want to target subscribers with a 'thank you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

- A. Total Opens measure
- B. _Open data view
- C. Tracking Data Extract

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 98

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 99

A marketer wants personalization space to create individualized content for an upcoming send, which three items should the marketer use while using personalization space

- A. personalization tools are limited to profile attributes
- B. Personalization tools are enclosed by double percent symbols
- C. using subscriber's data the attributes or filling should have the default value
- D. personalization storage are case sensitive,
- E. Personalization space can appear in the subject line or in the body of the email

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

NEW QUESTION: 100

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 101

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. The Primary Key and demographic data will be added to the All Subscribers List.
- C. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.
- D. The email address and Subscriber Key will be added to the All Subscribers List.

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

NEW QUESTION: 102

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

- A. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- B. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- C. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

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

NEW QUESTION: 103

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

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

NEW QUESTION: 104

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 105

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

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

NEW QUESTION: 106

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

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

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 107

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

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 108

A local cars store is implementing marketing cloud and will be using list to store their subscribers data, which two types of data can subscriber easily update via the default profile center choose two answers

- A. data extension field
- B. email address
- C. order history
- D.Attribute

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 109

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. A verification step In the send automation
- C. An approval process for sending

Answer: A (LEAVE A REPLY)

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