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NEW QUESTION: 1

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 contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

Answer: C (LEAVE A REPLY)

Explanation

An automation that imports subscriber data regularly and updates key data extensions is what NTO should create as a good first step to add automation to its email marketing. This automation will help NTO keep its subscriber data up-to-date and consistent across different data extensions. It will also enable NTO to use this data for segmentation, personalization, reporting, etc. An automation that deletes old data extensions, emails, and reports may be useful for cleaning up unused assets, but it is not directly related to email marketing. An automation that contains several recurring emails and decisioning points may be too complex for a first step and may require more planning and testing.

NEW QUESTION: 2

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: 3

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

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

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

NEW QUESTION: 4

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.

Which text should be used for the call-to-action button to drive the most engagement?

- A. Out new mobile app
- B. Download now
- C. Download out new mobile app here

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

NEW QUESTION: 5

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send.

Which out-of-the-box report provides what NTO needs?

- A. Account Send Summary
- B. Email Sends by User
- C. Email Performance Over Time

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Use Email Address as Subscriber Key.
- B. Mark the data extension as Sendable.
- C. Mark the field as the Primary Key.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 7

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

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

Selecting the 'Use for triggered send' checkbox is the correct answer. This option allows you to create a data extension that can be used as a target audience for a triggered send. A triggered send is an email that is sent in response to a subscriber's action or behavior, such as a purchase confirmation or a welcome email. When you select this option, you also need to include the subscriber key and email address fields in your data extension. Creating from template and choosing triggered send data extension template is not a valid option, as there is no such template available in Marketing Cloud. Including subscriber key and email address field as primary key is not required, as only the subscriber key field needs to be set as the primary key. You can learn more about this in the Data Extensions module on Trailhead.

NEW QUESTION: 8

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. Filtered Group

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

Explanation

NEW QUESTION: 9

A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

- A. Code.exacttarget.com
- B. Help.exacttarget.com
- C. Help and Training Portal
- D. AppExchange

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 10

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

Answer: C (LEAVE A REPLY)

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

NEW QUESTION: 11

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

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Builder

Answer: C (LEAVE A REPLY)

Journey Builder is the tool that allows marketers to create and manage customer journeys across multiple channels and touchpoints. Journey Builder can also perform A/B testing and random splits to test different versions of messages and paths. [Source: Trailhead]

NEW QUESTION: 12

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 13

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use to achieve this?

- A. Send Flow

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

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

NEW QUESTION: 14

NTO has planned cross channel marketing efforts based on how subscriber respond to the email and when the last purchased, NTO is evaluating both automation studio an journey builder for its campaign and are learning towards journey builder due to available activity Which three standard canvas activates are available in journeybuilder, chose three answers

- A. post to Facebook
- B. wait until decision split
- C. SQL query activity
- D. send SMS

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

NEW QUESTION: 15

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

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

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

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

NEW QUESTION: 16

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

Explain how to create an email using responsive web techniques, and it's required to render on Mobile. (Choose 2)

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

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

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NEW QUESTION: 17

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

- A. Exclusion List
- B. Domain Exclusion List
- C. Suppression List
- D. Exclusion Script

Answer: D (LEAVE A REPLY)

NEW QUESTION: 18

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. DoNotTrack preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

Answer: (SHOW ANSWER)

The correct answer is B because bounced contacts from previous sends are excluded from future sends by default, unless they are reactivated. DoNotTrack preferences only affect tracking data, not sending.

Suppressed contacts from contact deletion are not relevant because the data extension contains the audience for the send.

NEW QUESTION: 19

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Auto Suppression List
- B. Triggered Send Managed Lists
- C. Global Unsubscribe List

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 20

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 21

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select the Recurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: ([SHOW ANSWER](#))

Selecting an automation to populate the Entry Source Data Extension is what the marketer should do in order to run a journey multiple times a day after new data is compiled. This option allows the marketer to use an automation that imports or updates data in a data extension and then use that data extension as an entry source for a journey. The automation can be scheduled to run multiple times a day and trigger the journey accordingly. Selecting the Recurring schedule type for the entry source in Journey Builder would not work if the data is not in an attribute group in Contact Builder. Scheduling and activating Triggered Sends for the messages in the journey would not work if the marketer wants to use other journey activities besides sending emails.

NEW QUESTION: 22

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a new data extension with the new fields.
- C. Create a data filter that includes the new fields.

Answer: (SHOW ANSWER)

Editing the fields in the synchronized data source is the first step to ensure the new fields are available to segment on. The marketer needs to select which fields they want to sync from Salesforce to Marketing Cloud, and then wait for the sync process to complete. Creating a new data extension or a data filter with the new fields would not work if the fields are not synced first.

NEW QUESTION: 23

A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow. Which tool can the non-technical marketer use most easily to segment and send the birthday email?

- A. Playbooks
- B. Query Activity
- C. Automation Studio
- D. User-initiated email

Answer: A (LEAVE A REPLY)

NEW QUESTION: 24

Northern trail Outfitters' marketing department wants to review last year'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)

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: 25

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: (SHOW ANSWER)

Triggered Automation in Salesforce Marketing Cloud is designed to accommodate the processing of data files that arrive at varying times throughout the day. This feature automatically starts the automation whenever a new file is detected, ensuring timely processing of the batch order information.

NEW QUESTION: 26

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

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

- A. Manager Files in File Transfer.
- B. Specify character encoding in import file.
- C. Configure Field-Level Encryption in import file.

Answer: (SHOW ANSWER)

Configuring Field-Level Encryption in import file is the correct answer. This option allows you to specify which fields are encrypted and how to decrypt them in the import file activity. This way, you can import decrypted information to a data extension from an encrypted file of subscriber data. Managing Files in File Transfer is not a valid option, as this option only allows you to move files from one location to another, not to import them. Specifying character encoding in import file is not a valid option either, as this option only allows you to ensure the correct display of characters in different languages, not to decrypt encrypted data.

You can learn more about this in the Importing Data into Marketing Cloud module on Trailhead.

NEW QUESTION: 27

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 28

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

What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: B (LEAVE A REPLY)

Create CloudPages to collect and subscribe users is the correct answer. CloudPages is a feature that allows you to create web pages and landing pages using Marketing Cloud tools and data. You can use CloudPages to collect information from users who visit your pages from social channels, such as Facebook or Twitter, and subscribe them to your email lists or data extensions. You can also use CloudPages to create preference centers, profile centers, or unsubscribe pages for your email subscribers. You can learn more about this in the

[CloudPages Basics] module on Trailhead.

NEW QUESTION: 29

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations. Which journey type is best suited to run this test?

- A. Single Send
- B. Multi-Step
- C. Transactional Send

Answer: B (LEAVE A REPLY)

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

NEW QUESTION: 30

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

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

NEW QUESTION: 31

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

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

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NEW QUESTION: 32

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

What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

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

Explanation

Create CloudPages to collect and subscribe users is the correct answer. CloudPages is a feature that allows you to create web pages and landing pages using Marketing Cloud tools and data. You can use CloudPages to collect information from users who visit your pages from social channels, such as Facebook or Twitter, and subscribe them to your email lists or data extensions. You can also use CloudPages to create preference centers,

profile centers, or unsubscribe pages for your email subscribers. You can learn more about this in the [CloudPages Basics] module on Trailhead.

NEW QUESTION: 33

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

How should the scheduled automation be configured to achieve this?

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

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 34

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview \$ Test Content Personalization option should be used?

- A. Based on Subscriber Preview List or Data Extension
- B. Based on Preview
- C. Based on Recipient test Data Extension

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

NEW QUESTION: 35

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

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

NEW QUESTION: 36

Northern Trail Outfitters wants to optimize email engagement.

Which elements could they test using the A/B Test feature?

- A. From Name, Sender Profile, and Subject Line
- B. From Name, Sender Profile, and Domain
- C. From Name, Preheader, and Subject Line

D. From Name, Preheader, and Dynamic Rules

Answer: (SHOW ANSWER)

NEW QUESTION: 37

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 38

When sending to data extensions what is the default publication list?

- A. Group List
- B. Publication List
- C. All of the above
- D. All Subscriber List

Answer: D (LEAVE A REPLY)

NEW QUESTION: 39

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 40

Northern Trail Outfitters (NTO) released a clever promotional video that went viral.

Subsequently, the company acquired a large number of email leads at the last trade show.

NTO wants to send a welcome email with a coupon directing recipients to its website.

Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package
- C. Web Collect Sign-Up Form

Answer: (SHOW ANSWER)

Explanation

The configuration that should help with limiting a spike in volume to the website is Send Throttle¹. Send Throttle allows you to specify the number of emails to send per hour, which can help you control the traffic to your website and avoid overwhelming your server or exceeding your bandwidth limit². By using Send Throttle, you can also improve your email deliverability and avoid being flagged as spam by ISPs that monitor sudden spikes in email volume³.

Sender Authentication Package is not the correct answer, as it does not help with limiting a spike in volume to the website. Sender Authentication Package is a feature that helps you authenticate your email sender identity and domain, which can improve your email reputation and deliverability⁴. However, it does not affect the rate or timing of your email sends.

Web Collect Sign-Up Form is also not the correct answer, as it does not help with limiting a spike in volume to the website. Web Collect Sign-Up Form is a feature that helps you collect email subscribers from your website, which can increase your email list size and engagement. However, it does not affect the rate or timing of your email sends.

References := 1: Send Throttle - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email limitations in marketing cloud - Salesforce Developer Community 4:

Sender Authentication Package - Salesforce : Web Collect Code Samples - Salesforce

NEW QUESTION: 41

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

Answer: (SHOW ANSWER)

Automation Notification Settings allow marketers to configure email notifications for automation activities, such as data imports, data exports, or SQL queries. Marketers can choose to receive notifications for all activities, only failed activities, or none. [Source: Trailhead]

NEW QUESTION: 42

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations. Which journey type is best suited to run this test?

- A. Multi-Step
- B. Transactional Send
- C. Single Send

Answer: B (LEAVE A REPLY)

NEW QUESTION: 43

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week. Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Create more focused segmented lists for messaging.
- C. Focus on action-driven subject lines.

Answer: B (LEAVE A REPLY)

Explanation

The correct answer is B because creating more focused segmented lists for messaging can help reduce the number of unsubscribes and increase engagement by sending more relevant and personalized content to each segment. Adding complementary SMS campaigns may not be effective if the subscribers are not interested in receiving more messages from NTO. Focusing on action-driven subject lines may help improve open rates, but not necessarily engagement or retention.

NEW QUESTION: 44

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)

To configure an automation to run as soon as a process completes on the company's website, especially when there is no access to SFTP, the best approach is to trigger the automation via API. Salesforce Marketing Cloud provides robust API capabilities that allow external systems to trigger automations directly. This method ensures the automation runs immediately after the web process completes, providing a seamless and efficient solution.

References:

- * Salesforce Help: Automation Studio API
- * Salesforce Marketing Cloud: API Triggered Automations

NEW QUESTION: 45

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

A. 1 MB

B. 5MB

B 25 MB

C. 1 KB

Answer: A (LEAVE A REPLY)

NEW QUESTION: 46

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

A. Smart capture block

B. Interactive Email Form block

C. Einstein content block

Answer: B (LEAVE A REPLY)

Interactive Email Form block is the content block that the team should use to capture information directly from the inbox for some subscribers. Interactive Email Form block allows marketers to create forms within emails that can be filled out and submitted by subscribers without leaving their email clients. The form data can then be stored in a data extension for future use. Smart Capture block is used to create forms within landing pages, not within emails. Einstein Content block is used to display personalized content based on subscriber behavior and preferences, not to capture information from subscribers.

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NEW QUESTION: 47

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. Guided Send

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 48

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

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

NEW QUESTION: 49

NTO email teams creating a reusable content block for its deals to run with campaign, NTO

will cross promote these 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 an image content block that accommodates pictures
- B. create a free flow content block that accommodates text and images
- C. create a text content block that accommodates text
- D. create an html content block and code the content by hand

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

NEW QUESTION: 50

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 an API-driven process to put the data directly into the data extension when any data is changed.
- D.** Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 51

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 into their CRM and want to update records directly when 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: C (LEAVE A REPLY)

Explanation

Journey Builder is a tool that allows marketers to create personalized, cross-channel customer journeys based on real-time behavior and data. Journey Builder can integrate with Salesforce CRM and other systems to update records based on customer actions. For example, a marketer can use a Salesforce Data Event to trigger a journey when a customer registers for an event, and then use a Salesforce Data Update Activity to update the customer's RSVP status when they click a button in the confirmation email

NEW QUESTION: 52

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 method two ensure click behavior on these images is tracked with this naming convention.

- A.** Include "Hero_CTA" in the link tooltip field for each link
- B.** Include "Hero_CTA" in the link filename for each hero Image
- C.** Add ""Hero_CTA" to the tracking alias field for each link
- D.** Include an alias attribute in each anchor tag and populate it with "Hero_CTA"

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 53

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the `_subscribers` data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Auto Suppression List
- B. Triggered Send Managed Lists
- C. Global Unsubscribe List

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

NEW QUESTION: 54

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- A. Automation Studio > Activities
- B. Content Builder > Recent Sends
- C. Email Studio > Overview

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

Content Builder > Recent Sends is the correct answer. This option allows you to view the delivery rate and other metrics of the most recent email sends from your business unit.

You can also drill down into each send to see more details, such as the number of delivered, bounced, opened, or clicked emails. Automation Studio

> Activities is not a valid option, as this option only shows the status and schedule of your automation activities, not the metrics of your email sends. Email Studio > Overview is not a valid option either, as this option only shows the summary and trend of your email performance across all business units, not the specific metrics of your recent email sends. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

NEW QUESTION: 55

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 57

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select the Recurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

Answer: C (LEAVE A REPLY)

To run a journey multiple times a day based on newly compiled data, the marketer should set up an automation to populate the Entry Source Data Extension. This ensures that the latest data is always available to trigger the journey. The automation can be scheduled to run at the desired frequency, ensuring the journey starts with the updated data. Salesforce Marketing Cloud documentation on Automation Studio and Journey Builder entry sources provides detailed instructions on setting up and managing such workflows.

NEW QUESTION: 58

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake.

The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Answer: A (LEAVE A REPLY)

When a subscriber submits a form on a third-party vendor's web page, Salesforce Marketing Cloud provides a way to enter that subscriber into a journey through the API Event Entry Source. This entry source allows external systems to trigger a journey by making an API call to Marketing Cloud. The API Event is designed to accept data from external sources and initiate the journey, ensuring immediate response to the form submission.

References:

* Salesforce Marketing Cloud Documentation on API Event Entry Source

NEW QUESTION: 59

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 two.)

- A. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- B. Add "Hero_CTA" to the Tracking Alias field for each link.
- C. Include "HeroCTA" in the Link Tooltip field for each link.
- D. Include "Hero_CTA" in the filename for each Hero image.

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

NEW QUESTION: 60

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active. Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Overwrite
- C. Add and Update

Answer: ([SHOW ANSWER](#))

Explanation

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

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

NEW QUESTION: 61

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](#))

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NEW QUESTION: 62

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

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 63

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. SQL Query activities
- B. File Drop Automations
- C. APIs

Answer: C (LEAVE A REPLY)

APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously,

which is crucial for regulatory compliance. For more information, refer to the Salesforce Marketing Cloud API documentation.

NEW QUESTION: 64

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

- A. Create folders and move content
- B. Add tags to each piece of content
- C. Filter based on content type
- D. Rename content to be alphabetical

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

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

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

NEW QUESTION: 66

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

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

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

Explanation

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

NEW QUESTION: 68

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. Filter
- C. SQL Query
- D. Import File

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

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

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

Explanation

Withdraw email approval is the first action that should be taken to make the edits.

Withdraw email approval is a feature that allows you to revoke the approval status of an email and make changes to it. You can use this feature if you need to update an approved email before sending it or sharing it with other business units.

Unshare the email is not necessary if you want to make edits to the email, and it may affect the access of other business units. Cancel send using email is not relevant if you have not scheduled or sent the email yet.

NEW QUESTION: 70

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](#))

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: 71

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Create an automation triggered on unsubscribes from the other system.
- B. Import unsubscribes with the appropriate status into All Subscribers.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes into a data extension, then update status with a query.

Answer: (SHOW ANSWER)

NEW QUESTION: 72

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Universal Unsubscribe
- B. List-Unsubscribe header
- C. Profile Center Unsubscribe

Answer: (SHOW ANSWER)

NEW QUESTION: 73

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

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

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 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. Automation Studio
- C. Data Designer

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 76

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

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

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

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NEW QUESTION: 77

What is a function of the Content Detective tool?

- A. It helps identify spam triggers in email content and subject lines
- B. It helps guarantee placement of emails into the inbox
- C. It helps display content in a content box
- D. It helps track customer traffic generated by content areas within a email

Answer: (SHOW ANSWER)

NEW QUESTION: 78

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

Answer: A (LEAVE A REPLY)

Data filters are low-code tools that can be used to create segments based on criteria applied to data extensions. They can be used to filter subscribers by age, opt-in status, or any other attribute. Filtering the .csv file before import is not a low-code option, and writing a query is a code-based option.

NEW QUESTION: 79

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 Definition
- B. Delivery Profile

C. Send Classification

D. Sender Profile

Answer: (SHOW ANSWER)

NEW QUESTION: 80

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 triggered send.

B. Create a measure and a data filter, a filter activity then use a guided send.

C. Create a filter and a data extension key, an interaction and a triggered send.

D. Create a filter and a data extension key, an interaction and a user-initiated send.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 81

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within the content slot?

A. Under user permissions, select limited template access.

B. Configure Content Blocks to only be usable within approved templates.

C. Configure restrictions within a Content Area for approval block types

Answer: C (LEAVE A REPLY)

To ensure that the content within email templates adheres to branding guidelines, you can configure restrictions within a Content Area to limit the types of content blocks that can be used. This ensures that only approved types of content are used in the email, maintaining consistency with branding guidelines.

NEW QUESTION: 82

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

A. Address Book Strategy - add address book tool to your emails.

B. Subject line recognition

C. Ensure all subscribers have given you permission

D. Identify the message as an advertisement

E. Add how the subscriber subscribed to your email

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

NEW QUESTION: 83

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

- A. Suppression List
- B. Exclusion List
- C. Domain Exclusion List
- D. Exclusion Script

Answer: B (LEAVE A REPLY)

NEW QUESTION: 84

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement.

NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. %%contactkey%%
- B. %%subscriberid%%
- C. %%memberid%%

Answer: C (LEAVE A REPLY)

Explanation

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as %%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

NEW QUESTION: 85

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 executed manually
- D. An import activity can be used in an automation created in Automation Studio
- E. The import activity is under Subscribers in the Email Application

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

NEW QUESTION: 86

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content.

NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

- A. Leverage templates with AMP script.
- B. Leverage Enhanced Dynamic Content.
- C. Leverage Multilingual Content Blocks.

Answer: C (LEAVE A REPLY)

Leveraging Multilingual Content Blocks is the best option for NTO to create and send localized content at scale. Multilingual Content Blocks allow you to create a single content block that can display different versions of text based on the subscriber's preferred language. You can use a spreadsheet or a data extension to store the translations and then map them to the content block. This way, you can avoid creating multiple templates or emails for each language. Leveraging templates with AMPscript or Enhanced Dynamic Content would require more coding and development skills.

NEW QUESTION: 87

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: 88

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 Approval Workflow

B. Einstein Approval Workflow

C. Subscriber Preview

Answer: A (LEAVE A REPLY)

Explanation

The feature that should help achieve this as an automatic flow is Content Builder Approval Workflow¹. Content Builder Approval Workflow is a feature that allows the marketer to create, manage, and automate the approval process for email content in Content Builder¹. The marketer can define the approval steps, assign approvers, set deadlines, and track the status of each email content¹. The marketer can also configure the workflow to send email notifications to the approvers and the requestor when an action is required or completed¹. By using Content Builder Approval Workflow, the marketer can ensure that the email content is reviewed and approved by the creative team before sending it to the final audience.

Einstein Approval Workflow is not the correct answer, as it does not help achieve this as an automatic flow. Einstein Approval Workflow is a feature that uses artificial intelligence to analyze and optimize email content based on various factors, such as subject line, tone, sentiment, and readability². The marketer can use Einstein Approval Workflow to get suggestions and feedback on how to improve their email content, but they cannot use it to create or automate the approval process with the creative team.

Subscriber Preview is also not the correct answer, as it does not help achieve this as an automatic flow. Subscriber Preview is a feature that allows the marketer to preview how their email content will look for different subscribers based on their attributes and personalization strings³. The marketer can use Subscriber Preview to check and test their email content for accuracy and consistency, but they cannot use it to create or automate the approval process with the creative team. References := 1: Content Builder Approval Workflow - Salesforce 2: Einstein Approval Workflow - Salesforce 3: Subscriber Preview - Salesforce

NEW QUESTION: 89

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: (SHOW ANSWER)

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: 90

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- A.** From Address Management
- B.** Send Classifications
- C.** Domain SSL Certificates

Answer: A (LEAVE A REPLY)

The "From Address Management" section in Salesforce Marketing Cloud allows marketers to see a list of all email addresses and domains that are verified for sending. This feature helps ensure that only authorized email addresses are used for sending emails, maintaining the credibility and deliverability of the emails sent through Marketing Cloud.

NEW QUESTION: 91

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: (SHOW ANSWER)

Defining a goal for each journey in Journey Builder helps marketers measure the success of their campaigns against specific objectives. Goals can be set to track important metrics like conversions, clicks, or other relevant actions. This feature allows for better performance tracking and optimization of customer journeys.

Salesforce Marketing Cloud documentation provides detailed instructions on setting up and tracking goals within Journey Builder, supporting this approach as a best practice.

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NEW QUESTION: 92

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)

NEW QUESTION: 93

What are some of the best practices to drive engagement with email marketing? (Choose 3)

- A. integrate email marketing and CRM systems
- B. go Social
- C. A/B Testing to see what resonates.
- D. segment your communications.
- E. Design for Mobile

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

NEW QUESTION: 94

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

- A. Configure the Send Activity to automate the refresh.
- B. Use a Filter Activity in Automation Studio.
- C. Activate Journey Builder to refresh the data extension.

Answer: B (LEAVE A REPLY)

Explanation

A Filter Activity is an Automation Studio activity that allows marketers to create a filtered data extension based on criteria applied to an existing data extension. A Filter Activity can be scheduled to run automatically on a recurring basis, which will refresh the filtered data extension with the latest data that matches the criteria

NEW QUESTION: 95

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Content Detective
- C. Subscriber Preview and test Send

Answer: B (LEAVE A REPLY)

Explanation

Content Detective is a feature that scans email content for potential issues, such as spam triggers, broken links, or invalid personalization strings. Content Detective can also be configured to provide warnings for specific words or phrases, such as [For APPROVAL], before sending an email

NEW QUESTION: 96

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- B. Leverage Einstein for content tagging.
- C. Use nested tags to create hierarchies.

Answer: C (LEAVE A REPLY)

Using nested tags to create hierarchies is the best way to minimize the number of tags selected for an asset while still providing the necessary granularity. Nested tags allow you to group related tags under a parent tag, such as "Sports > Basketball > NBA". This way, you can filter your assets by a specific tag or by a broader category. Making the Customer Key more descriptive or leveraging Einstein for content tagging may help with tagging, but they do not address the issue of having multiple tags per asset.

NEW QUESTION: 97

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

What functionality could accommodate this?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 98

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

Answer: C (LEAVE A REPLY)

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

NEW QUESTION: 99

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 100

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Change the color of the email background to match their subscribers' preferred color of choice.
- B. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.
- C. Use a substitution string to populate a subscriber's name in the subject line.
- D. Use a substitution string to populate a photo of the subscriber in the header of the email.

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 101

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketingD18912E1457D5D1DCCBD40AB3BF70D5D team manages what

images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

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

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 102

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

What task is validated during the Send Preview?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 103

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.** Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCDBD40AB3BF70D5D
- C.** Create dynamic rules based on customers' preferences in order to send specific content.
- D.** Send customers one email per preference choice to ensure customers receive what they want.

Answer: (SHOW ANSWER)

NEW QUESTION: 104

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

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Builder

Answer: (SHOW ANSWER)

Journey Builder is the appropriate tool for implementing single-audience drip campaigns and conducting iterative tests with random audience splits. It allows marketers to design and automate customer journeys, incorporating different messages and testing variations to optimize performance over time.

NEW QUESTION: 105

A customer managed to automate nightly imports and also has the ability to manually import

files via the import wizard, what needs to be reconfigured in the marketing cloud account,

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 106

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure that the 7,000 subscribers that exist on both lists don't receive the same email twice?

- A. Exclusion Script
- B. Domain Exclusion List
- C. Exclusion List
- D. Suppression List

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 107

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Answer: A (LEAVE A REPLY)

Explanation

A collection is a group of related reports that can be created in Datorama to provide customized insights and analysis. A collection can contain reports from different data sources and channels, as well as filters, segments, and calculations. A collection can be shared with other users or embedded in other applications.

NEW QUESTION: 108

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 suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C. Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition
- D. Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status

Answer: (SHOW ANSWER)

NEW QUESTION: 109

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

What feature should they employ?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 110

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 FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 111

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

- A. Purchase subscriber lists from a reputable data company
- B. Create a Facebook lead capturing form to gain opt-ins
- C. Ask customers to text their email address to a short code to opt-in
- D. Email all unsubscribed customers asking for them to opt into email again
- E. Ask customers to opt-in at time of purchase online by creating an account

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

NEW QUESTION: 112

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. Data Extension
- C. Lists
- D. Import Activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 113

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: 114

Northern Trail Outfitters (NTO) would like to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email address, reply date, and response from subscribers.

How should NTO set up its data extension?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 115

The IT department at NTO would like to receive the email notification once an automation has completed, how the automation should be configured.

- A. Select and configure the automation studio completion report from the reports catalogue within the reports application

=====Till to here completed

- B. Select the IT users from the notification setting panel on the overview page in automation studio
- C. Navigate to the automations activity tab and enter a common delimited list of IT staff in the run completion field
- D. Add an email activity to the end of automation workflow and configure it to send to the subscribers list of it staff

Answer: B (LEAVE A REPLY)

NEW QUESTION: 116

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

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

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

NEW QUESTION: 117

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.

Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Collect emails at offline activities, including in stores.
- C. Send an email to NTO's entire customer database asking for referrals.

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

One of the best practices to increase email subscribers is to collect emails at offline activities, including in stores¹. This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer incentives, such as discounts or freebies, to encourage customers to sign up for their email list. By collecting emails at offline activities, NTO can build a permission-based and relevant email list that can improve their deliverability and engagement rates.

Sending an SMS to NTO's entire customer database with a link to subscribe is not a good practice, as it may violate the consent and privacy laws of different countries². Moreover, sending an SMS to customers who have not opted in for SMS communication may annoy them and damage NTO's reputation. NTO should only send SMS messages to customers who have explicitly agreed to receive them and provide them with an easy way to opt out. Sending an email to NTO's entire customer database asking for referrals is also not a good practice, as it may result in spam complaints and unsubscribes³. Asking for referrals should be done in a targeted and personalized way, based on the customer's behavior and preferences. NTO should also provide incentives and clear instructions for customers who want to refer their friends and family to NTO's email list. References := 1: Optimizing Marketing Cloud: Best Practices for Managing Inactive Accounts - Salesforce 2: How You Can Keep Email Subscribers Engaged | Salesforce 3: Email Marketing Best Practices - Salesforce.com

NEW QUESTION: 118

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

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

D. Physical Mailing Address

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

NEW QUESTION: 119

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 120

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](#))

Publication Lists in Salesforce Marketing Cloud are used to manage subscriber preferences at a thematic level.

They allow subscribers to opt-in or opt-out of specific categories of communication without impacting their overall subscription status. This feature is particularly useful for managing preferences across different types of content or campaigns. The use of Publication Lists is documented in Salesforce Marketing Cloud's official documentation on managing subscriber preferences and publications.

NEW QUESTION: 121

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Preference Management
- B. Email templates

C. Data Extensions

D. Portfolio

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

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NEW QUESTION: 122

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: 123

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

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

NEW QUESTION: 124

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement, NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. %%contactkey%%
- B. %%subscriberid%%
- C. %%memberid%%

Answer: C (LEAVE A REPLY)

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as %%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

NEW QUESTION: 125

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Sender Profile
- C. Tabs

Answer: C (LEAVE A REPLY)

Explanation

Tabs allow marketers to customize their Datorama dashboard by adding different widgets and filters. Tabs can also be shared with other users or groups for collaboration. [Source: Trailhead]

NEW QUESTION: 126

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within content slot?

- A. Under user permissions, select limited template access.
- B. Configure Content Blocks to only be usable within approved templates.
- C. Configure restrictions within a Content Area for approval block types

Answer: B (LEAVE A REPLY)

NEW QUESTION: 127

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity us used to make status updates.
- B. The Update Contact Activity Is used to make status updates.
- C. The entry sources data extension has a primary key and subscriber key.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 128

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the perconfigured reports.

What should be created to achieve this?

- A. A Dashboard
- B. A collection
- C. A Dimension

Answer: B (LEAVE A REPLY)

NEW QUESTION: 129

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Ensure the data extension has a Primary Key
- B. Select the update type "Add Only"
- C. Select the update type "Overwrite"
- D. Select the update type "Add and Update"

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 130

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity us used to make status updates.
- B. The Update Contact Activity Is used to make status updates.
- C. The entry sources data extension has a primary key and subscriber key.

Answer: C (LEAVE A REPLY)

For monitoring customer status and making decisions within a journey in Salesforce Marketing Cloud, the entry source's data extension must have a primary key and a subscriber key. These keys ensure that the data is properly linked to the contact, allowing the journey to reference and update status data accurately as the contact flows through the journey.

NEW QUESTION: 131

A marketer need to test personalized content in an email prior to sending, how can the Marketer minimize the possibility of someone unsubscribing during the testing process,

- A. Disable/deselect the option enable system generated links in the test centers.
- B. create the version of the email that does not include the unsubscribe link.
- C. send to the data extension, test data extension via the send flow.
- D. send the marketing team a link to the subscriber's preview of the email.

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

NEW QUESTION: 132

NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup for each campaign.

- A. send flow
- B. Delivery profiles
- C. Sender profile
- D. Profile attributes

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

NEW QUESTION: 133

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, when caused customers to complain about their experience. NTO would like to apologies by offering an upgraded coupon to help improve customer satisfaction

What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- B. Query the data using a specific date range parameter
- C. Use Einstein engagement scores to identify affected users.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 134

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

D. 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.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 135

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 136

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

Answer: (SHOW ANSWER)

Explanation

Content Detective is the correct answer. Content Detective is a tool that allows you to scan your email content for any words or phrases that may trigger spam filters or cause deliverability issues. Content Detective assigns a score to your email based on the number and severity of the flags it detects, and provides suggestions on how to improve your content. You can learn more about this in the Email Testing Tools module on Trailhead.

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NEW QUESTION: 137

Northern Trail Outfitters allows nonregistered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- A. Delete Filter Activity
- B. Contact Delete
- C. Data Retention Policy

Answer: (SHOW ANSWER)

The Data Retention Policy feature in Salesforce Marketing Cloud allows for the automatic deletion of records from a data extension after a specified period. For Northern Trail Outfitters, setting a Data Retention Policy to delete records after 30 days ensures that nonregistered customers' contact information is automatically removed, maintaining compliance with data protection policies.

NEW QUESTION: 138

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

Answer: (SHOW ANSWER)

NEW QUESTION: 139

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website.

Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package

C. Web Collect Sign-Up Form

Answer: (SHOW ANSWER)

The configuration that should help with limiting a spike in volume to the website is Send Throttle¹. Send Throttle allows you to specify the number of emails to send per hour, which can help you control the traffic to your website and avoid overwhelming your server or exceeding your bandwidth limit². By using Send Throttle, you can also improve your email deliverability and avoid being flagged as spam by ISPs that monitor sudden spikes in email volume³.

Sender Authentication Package is not the correct answer, as it does not help with limiting a spike in volume to the website. Sender Authentication Package is a feature that helps you authenticate your email sender identity and domain, which can improve your email reputation and deliverability⁴. However, it does not affect the rate or timing of your email sends.

Web Collect Sign-Up Form is also not the correct answer, as it does not help with limiting a spike in volume to the website. Web Collect Sign-Up Form is a feature that helps you collect email subscribers from your website, which can increase your email list size and engagement. However, it does not affect the rate or timing of your email sends.

References := 1: Send Throttle - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email limitations in marketing cloud - Salesforce Developer Community 4:

Sender Authentication Package - Salesforce : Web Collect Code Samples - Salesforce

NEW QUESTION: 140

Using measures, what data can a marketer use to segment an audience?

- A. Open Data
- B. Geographical Data
- C. First Name Attributes
- D. Gender Data

Answer: A (LEAVE A REPLY)

NEW QUESTION: 141

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

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

NEW QUESTION: 142

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. File Transfer

B. Data Loader

C. Enhanced SFTP

D. Encrypted SFTP

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

NEW QUESTION: 143

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 Subscribers List.

What is a true statement regarding the default email send behavior for a pre-existing subscriber?

A. The email will be sent to the Subscriber Key on the All Subscribers List.

B. The email will be sent to the field marked as the Primary Key.

C. The email will be sent to the email address stored on the data extension.

D. The email will be sent to the email address stored on the All Subscribers List.

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

NEW QUESTION: 144

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. Use a File Drop starting source.

B. Trigger the automation via API.

C. Schedule the automation to run hourly.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 145

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMP script Lookup
- B. Send Classification and Subscriber Attributes
- C. Sender Profile and AMP script Lookup

Answer: ([SHOW ANSWER](#))

Explanation

Sender Profile and AMPscript Lookup are the functionalities that accomplish the requested configuration. A Sender Profile allows you to define the From Name, From Email, and Reply Email for an email send. You can use AMPscript Lookup function within a Sender Profile to dynamically populate these fields based on data from a data extension. For example, you can use Lookup function to retrieve the sales representative's name from a data extension based on the subscriber's ID and use it as the From Name. A Delivery Profile and a Send Classification are not related to personalizing the From Name. Subscriber Attributes are not stored in a data extension.

NEW QUESTION: 146

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake.

The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Answer: ([SHOW ANSWER](#))

An API Event Entry Source is the best option to enter a subscriber into a journey as soon as they submit a form hosted by a third-party vendor. An API Event Entry Source allows a journey to be triggered by an external system or application using a REST API call. The API call can include subscriber data that can be used in the journey. A CloudPages Entry Source or a Contact Event Entry Source would not work for this scenario, as they require the form to be hosted on a CloudPage or a Marketing Cloud landing page.

NEW QUESTION: 147

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Use a substitution string to populate a photo of the subscriber in the header of the email.
- B. Use a substitution string to populate a subscriber's name in the subject line.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

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

NEW QUESTION: 148

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

To schedule the automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket, you can use the File Transfer Activity in Automation Studio. This activity enables you to configure the transfer of files to external servers, including S3 buckets, and schedule it to run at specified times. Reference: Salesforce Marketing Cloud Documentation on File Transfer Activity.

NEW QUESTION: 149

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Associate the data extension to the Campaign.
- B. Create the data extension as 'Is Testable'.
- C. Save the data extension in the Test Folder.

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

NEW QUESTION: 150

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

Choose 2 answers

- A. Subscribers who have not clicked in the past three months.
- B. Subscribers who have submitted spam complaints in the last week.
- C. Subscribers who have opened an email in the past 30 days.

D. Subscribers within a 30-mile radius of a zip code.

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 151

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

A. Send both email and SMS to ensure subscribers get NTO's messages.

B. Create one Entry Source for each messaging channel.

C. Ensure preferred channel is available in subscriber data.

Answer: (SHOW ANSWER)

Ensuring preferred channel is available in subscriber data is the correct answer. This option allows you to use dynamic content or decision splits in Journey Builder to honor the opt-in communication method of your subscribers. For example, you can use an attribute or a data extension field that indicates whether a subscriber opted-in via email or SMS, and then use that information to send them a welcome message through their preferred channel. Sending both email and SMS to ensure subscribers get NTO's messages is not a good option, as it may annoy or spam your subscribers who only opted-in for one channel. Creating one entry source for each messaging channel is not necessary, as you can use one entry source that supports both channels, such as API event or CloudPages form submit. You can learn more about this in the [Journey Builder Basics] module on Trailhead.

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NEW QUESTION: 152

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

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

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

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

NEW QUESTION: 153

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Requirement to have Custom URLs on Cloud Pages
- B. Requirement to have Custom URLs on images hosted in Marketing Cloud
- C. Sending. Volume > 250,000 Email/Month

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

A key differentiator for requiring a dedicated IP address is the sending volume. When an organization sends more than 250,000 emails per month, it benefits from a dedicated IP to establish a consistent sender reputation, which can improve deliverability rates and sender reputation management.

NEW QUESTION: 154

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

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

Explanation

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

NEW QUESTION: 155

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use a Guided Send to perform a test send to Internal users using subscriber data.
- B. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

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

Using Preview and Test, selecting a targeted subscriber, and sending the email to internal team members is what NTO should do to build confidence in its dynamic email capabilities. Preview and Test is a feature that allows you to preview how your email will look for different subscribers based on their data and personalization. You can also send a test email to yourself or other internal team members to verify the content and functionality of your email. Using a Guided Send to perform a test send to internal users using subscriber data would also work, but it would consume tracking data and affect reporting. Using CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs would not be feasible or efficient.

NEW QUESTION: 156

What are some of the acquisition methods to allow for subscribers to opt-in to receiving email? (Choose 3)

- A. Address Book Strategy
- B. Email sign up on website
- C. During inbound sales call
- D. In-store loyalty programs.
- E. Subject line recognition.

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

NEW QUESTION: 157

Northern Trail outfitters wants information on the email performance of an abandoned cart journey.

Which Journey Builder resource provides data on all versions of a specific journey's cross-channel performance data?

- A. Email Analytics Tile
- B. Journey History
- C. Analytics Dashboard

Answer: ([SHOW ANSWER](#))

The Analytics Dashboard is a Journey Builder resource that provides data on all versions of a specific journey's cross-channel performance data. The Analytics Dashboard can show metrics such as audience size, goal attainment, message engagement, channel performance, etc. The Analytics Dashboard can also compare different versions of a journey and show trends over time.

NEW QUESTION: 158

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

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

E. Microsites

Answer: (SHOW ANSWER)

NEW QUESTION: 159

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing - bounce rates up to 30% are acceptable.

Answer: B (LEAVE A REPLY)

To maintain a healthy sender reputation, it is essential to remove bounced addresses before the next send. High bounce rates can negatively impact deliverability and sender reputation. Cleaning up the email list by removing invalid or non-responsive email addresses ensures better deliverability and engagement rates.

NEW QUESTION: 160

A marketer wants to send the same email with the same send properties in several automations.

Which activity should be created within Automation Studio?

- A. Template Send
- B. Send Email
- C. Triggered Send
- D. Automated Send

Answer: B (LEAVE A REPLY)

NEW QUESTION: 161

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 162

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 redirected to the subscription center to unsubscribe from publications
- D.** The subscriber is automatically unsubscribed from the list from which the send originated

Answer: D (LEAVE A REPLY)

NEW QUESTION: 163

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 a schedule automation that runsevery 15 min to import the file multiple times a day.

B. create and AP drivento put the data directly into data extension when any data is changed.

C. create a schedule automation to import the file and send two email each time when changes were detected.

D. create a file drop automation to import the files when placed on the specific directory on the.... FTP.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 164

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send.

Which out-of-the-box report provides what NTO needs?

A. Account Send Summary

B. Email Performance Over Time

C. Email 5ends by User

Answer: A (LEAVE A REPLY)

The Account Send Summary report provides a list of all emails sent from the account or business unit, along with basic metrics such as sends, deliveries, opens, clicks, bounces, and unsubscribes. This report can be filtered by date range and business unit

NEW QUESTION: 165

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

Answer: B (LEAVE A REPLY)

A double opt-in at signup is the best way to make sure email addresses are valid before adding them to the audience, as it requires the subscriber to confirm their email address by clicking on a link sent to their inbox.

This ensures that the email address is not fake, misspelled, or belongs to someone else. A double opt-in also helps to build trust and consent with the subscriber. A Smart Capture block or a CAPTCHA validation would not verify the validity of the email address, but only capture or filter the input from the form.

NEW QUESTION: 166

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 167

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 168

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 169

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 170

List 3 unsubscription methods?

- A. Reply Email
- B. One-Click Unsubscribe
- C. Subscription Center
- D. Survey

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

NEW QUESTION: 171

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.

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