

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

<https://www.2passeasy.com/dumps/Marketing-Cloud-Email-Specialist/>



NEW QUESTION 1

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

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

Answer: CDE

NEW QUESTION 2

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? Choose 2 answers

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

Answer: AD

NEW QUESTION 3

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

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

Answer: C

NEW QUESTION 4

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key in All Subscribers as a Send Relationship. What is a true statement about the email send behavior for any subscriber who currently does NOT exist in All Subscribers? (Choose 2)

- A. The Primary Key and demographic data will be added to All Subscribers
- B. The subscriber will be added to All Subscribers with a status of Active
- C. The email send will fail
- D. The email address and Subscriber Key will be added to All Subscribers

Answer: BD

NEW QUESTION 5

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber data. Which two types of data can subscribers easily update via the default Profile Center? Choose 2 answers

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

Answer: BD

NEW QUESTION 6

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement. Which two best practices should NTO employ when sending email? Choose 2 answers

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

Answer: CD

NEW QUESTION 7

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- C. When a subscriber unsubscribes from a list in the Subscription Center
- D. When a subscriber unsubscribes from all emails sent from an account

Answer: D

NEW QUESTION 8

Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers. How should their data extension be set up?

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

NEW QUESTION 9

Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

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

Answer: C

NEW QUESTION 10

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3 answers

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

Answer: ACD

NEW QUESTION 10

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

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

Answer: AB

NEW QUESTION 15

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

Answer: B

NEW QUESTION 19

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

Answer: C

NEW QUESTION 21

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

- A. Subscriber within a 30-miles radius of a zip code

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

Answer: CD

NEW QUESTION 22

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

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

Answer: A

NEW QUESTION 27

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create a Free Form content block.
- B. Create an Image content block.
- C. Create an HTML content block.
- D. Create a Text content block.

Answer: A

NEW QUESTION 29

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

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

Answer: C

NEW QUESTION 30

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

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

Answer: C

NEW QUESTION 35

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

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

Answer: A

NEW QUESTION 39

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

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

Answer: D

NEW QUESTION 44

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed for the email is located in several data extensions. What feature should the marketer use to merge the data into a single data extension to improve sending?

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

Answer: C

NEW QUESTION 45

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

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

Answer: AB

NEW QUESTION 46

How is Primary Key used?

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

Answer: C

NEW QUESTION 49

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

- A. A From Name for each store location
- B. A dynamic From Name that pulls in the store location
- C. A new delivery profile that pulls in store location in the footer
- D. A new send classification for holiday promotions

Answer: BD

NEW QUESTION 54

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

Answer: BCD

NEW QUESTION 55

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

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

Answer: C

NEW QUESTION 60

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

Answer: D

NEW QUESTION 65

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

Answer: A

NEW QUESTION 67

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- A. Require that the subscriber refer a friend
- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Answer: BD

NEW QUESTION 68

Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customers are identified by a unique alphanumeric Customer ID, and Email Address is a required field.

How should the data extension be configured?

- A. Customer ID is Primary Key and relates to Subscriber Key
- B. Email Address is Primary Key and relates to Subscriber ID
- C. Customer ID is Primary Key and relates to Subscriber ID
- D. Email Address is Primary Key and relates to Subscriber Key

Answer: A

NEW QUESTION 70

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

Where should this action be initiated in Marketing Cloud?

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

Answer: A

NEW QUESTION 74

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

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

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

Answer: A

NEW QUESTION 78

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign. Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

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

Answer: CD

NEW QUESTION 82

A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension that contains all new subscribers from the previous week. What would the marketer create to automate the send and save time?

- A. A User initiated Email
- B. A Simple Send Email
- C. A recurring Send Schedule via Guided Send
- D. A Transactional Send Classification

Answer: C

NEW QUESTION 83

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Answer: AC

NEW QUESTION 87

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 dynamic rules based on customers' preferences in order to send specific content.
- B. Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCBD40AB3BF70D5D
- C. Send customers one email per preference choice to ensure customers receive what they want.
- D. Create emails to include all preference options so that customers don't miss any content.

Answer: AB

NEW QUESTION 92

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

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

Answer: D

NEW QUESTION 95

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

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

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

Answer: C

NEW QUESTION 99

Northern Trail Outfitters stores all customer information in a data extension and would like to know how many people are subscribed to a particular newsletter. Which feature would provide this information?

- A. Filtered Publication List
- B. Data Filter
- C. Filtered Data Extension
- D. Measure

Answer: C

NEW QUESTION 100

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

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

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

Answer: C

NEW QUESTION 105

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

- A. Envelope content
- B. Footer
- C. Email body

D. Link Content

Answer: A

NEW QUESTION 106

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

Answer: D

NEW QUESTION 107

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping fulfillment data is included in a file which is moved at frequent intervals to a folder on NTO's Enhanced FTP Account.

Which solution can be used to achieve this?

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

Answer: D

NEW QUESTION 111

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

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

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

Answer: CD

NEW QUESTION 112

What information and data about the performance of an individual send can be exported from the tracking details?

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

Answer: AC

NEW QUESTION 114

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 AllSubscriber Lists.

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

Answer: A

NEW QUESTION 119

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

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

Answer: D

NEW QUESTION 124

A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

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

Answer: ABD

NEW QUESTION 129

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already in use. What creation method should the team use to create the new data extension?

- A. Create from Template
- B. Create from New
- C. Create from a Filtered Data Extension
- D. Create from Existing

Answer: D

NEW QUESTION 134

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

- A. Build email templates with HTML Paste
- B. Ensure the email renders well in mobile apps
- C. Include an unsubscribe button
- D. Segment the email's target audience
- E. Include personalization and dynamic content

Answer: ABE

NEW QUESTION 136

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily. Which two activities should NTO consider using? (Choose two.)

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

Answer: AC

NEW QUESTION 140

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out. What can be inferred about this email?

- A. The email is commercial and not required to contain an opt-out link.
- B. The email is transactional and not required to contain an opt-out link.
- C. The subscriber can reply with 'opt out' in the email body to be removed.
- D. The subscriber can mark the email to signify it is spam.

Answer: B

NEW QUESTION 145

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

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

Answer: D

NEW QUESTION 150

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

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

Answer: D

NEW QUESTION 152

A company has set out to increase their subscriberbase. They hired a team of marketing consultants to develop an acquisition plan backed by data. What are two effective methods to acquire new subscribers? Choose 2 answers

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

Answer: BD

NEW QUESTION 157

Each time Northern Trail Outfitters sends their monthly promotional email, the volume of supportcalls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold. Which feature should be used?

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

Answer: D

NEW QUESTION 161

The marketing team would like to sendan email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

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

Answer: C

NEW QUESTION 163

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legallyobtain subscribers? Choose 3 answers

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

Answer: BDE

NEW QUESTION 164

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower. NTO wants to reverse this trend. How should they improve their engagement rates with unengaged subscribers"

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

Answer: B

NEW QUESTION 167

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. SQL Query Activity
- B. Audience Builder
- C. Filters
- D. Send Flow

Answer: C

NEW QUESTION 172

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to makesure the emails are reviewed before approval. What feature should they employ?

- A. Standard Workflow Approval
- B. Two-Step Workflow Approval

- C. Content Detective
- D. Preview Tab

Answer: D

NEW QUESTION 177

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

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

Answer: BD

NEW QUESTION 182

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals? Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

Answer: BC

NEW QUESTION 185

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

Answer: AE

NEW QUESTION 186

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

- A. hyperlinks
- B. from name
- C. send count
- D. subject line

Answer: BD

NEW QUESTION 188

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension.

How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

Answer: C

NEW QUESTION 193

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

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

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

Answer: D

NEW QUESTION 197

Northern Trail Outfitters' branding guidelines require heavy use of imagery on their website, apps, emails, ads, etc.

In which two ways could they optimize email design to honor branding guidelines and ensure subscribers are getting the best experience possible?

Choose 2 answers

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

Answer: AC

NEW QUESTION 198

A Marketer developed an email with personalized content based on 5 geographical regions;

Northwest - Static Image; Southwest - Image carousel

Central - No content; Northeast - Static image;Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 3
- B. 6
- C. 4
- D. 5

Answer: A

NEW QUESTION 200

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

Which two statements are correct about the emailsend behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

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

Answer: AB

NEW QUESTION 203

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Use a large sample size.
- C. Wait at least 24 hours before declaring a winner.
- D. Test multiple variations concurrently.

Answer: BC

NEW QUESTION 205

Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

- A. Offer email opt-in when customers create an account
- B. Use incentives such as a discount or free shipping to encourage opt-in
- C. Capture email addresses through the use of browser cookies
- D. Send emails to a purchased list witha request to opt-in

Answer: AB

NEW QUESTION 208

A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.

Which two ways should Path Optimizer be configured to select the better subject line? Choose 2 answers

- A. Split the audience equally and configure a holdback population for a control.
- B. Split the audience equally and automatically choose the winning path based on Open Rate.
- C. Split the audience equally and wait at least seven days to select a winner.
- D. Split the audience equally and manually choose the winning path based on Email Engagement Stats.

Answer: BD

NEW QUESTION 210

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

Where can the marketer most easily find thisinformation?

- A. Tracking Job Links tab > URL ID

- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Answer: B

NEW QUESTION 215

A marketer needs to test personalized content in an email prior to sending. How can the marketer easily minimize the possibility of someone unsubscribing during the testing process?

- A. Create a version of the email that does not include the unsubscribe link.
- B. Deselect the option to Enable System Generated Links in the Test Send.
- C. Send to a Test Data Extension via the Send Flow.
- D. Send the marketing team a link to the Subscriber Preview of the email.

Answer: C

NEW QUESTION 220

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, non-sendable data extension named Loyalty Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

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

Answer: C

NEW QUESTION 223

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day. What tools should be used to accomplish this?

- A. Journey Builder File Event Entry Source
- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Answer: C

NEW QUESTION 226

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

Answer: D

NEW QUESTION 231

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers. Where in Email Studio can the marketer see the performance summary of the recent email send?

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

Answer: B

NEW QUESTION 233

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

Answer: BC

NEW QUESTION 238

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

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

Answer: AC

NEW QUESTION 242

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

Which tool should they use?

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

Answer: C

NEW QUESTION 243

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

On which area of email design should the marketer focus?

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

Answer: C

NEW QUESTION 245

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

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

Answer: D

NEW QUESTION 247

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

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

Answer: B

NEW QUESTION 249

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a database this data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTOsftp, a proof email is being send to business stake holders for final approval.

Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and AP drivento put the data directly into data extension when any data is changed.
- B. create a schedule automation that runsevery 15 min to import the filemultiple times a day.
- C. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: C

NEW QUESTION 253

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

How can this be accomplished most efficiently?

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

Answer: C

NEW QUESTION 256

NorthernTrail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending. What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

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

Answer: C

NEW QUESTION 259

A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

- A. Profile Center URL
- B. Company Website URL
- C. Physical Mailing Address
- D. Terms and Conditions Policy

Answer: AC

NEW QUESTION 263

A marketer for Northern TrailOutfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions. Which two tools should the marketer use? Choose 2 answers

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

Answer: A

NEW QUESTION 265

Northern TrailOutfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

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

Answer: A

NEW QUESTION 266

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

Answer: A

NEW QUESTION 268

TO would like to evaluate which email content customers click most frequently. The email team wants to track clickbehavior 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. Add""Hero_CTA" to the traking alias field for each link
- C. Include "Hero_CTA" in the link filename for each hero Image
- D. Include an alias attribute in each anchor tag and populate it with "Hero_CTA"

Answer: CD

NEW QUESTION 272

Which feature cansegment on behavioral data?

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

Answer: A

NEW QUESTION 277

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

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

Answer: B

NEW QUESTION 280

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

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

Answer: A

NEW QUESTION 284

A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

- A. confirm that each contentarea specified in the dynamic content rules existed.
- B. Identify phrases like click here or free that could be marked as spam
- C. ensure subscriber status at the time of send subscribe or bounced.
- D. ensure subscriber have not subscribed or are undeliverable.

Answer: A

NEW QUESTION 287

Northern Trail Outfitters wants to create awelcome 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. Filter Activity
- B. Random Split
- C. Decision Split
- D. Engagement Split

Answer: C

NEW QUESTION 292

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

Answer: CD

NEW QUESTION 296

Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails. What best practice should NTO employ?

- A. Use one file type for all images in the email.
- B. Keep total weight with images at 800KB or lower.
- C. Increase DPI and file size for image display.
- D. Rely on image-only emails to engage subscribers

Answer: B

NEW QUESTION 297

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

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

Choose 3 answers

- A. They have fewer than 15 data points.
- B. Flexible data storage is needed.
- C. They have fewer than 250,000 subscribers.
- D. They are storing product and store data.
- E. Journey Builder will be used.

Answer: BDE

NEW QUESTION 298

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

- A. Preselect email opt-in check boxes at online checkout.
- B. Add a "Sign Me Up" form to the homepage.
- C. Use a list of email addresses purchased from online vendors.
- D. Create an SMS campaign allowing customers to sign up for email.

Answer: BD

NEW QUESTION 302

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

Answer: BD

NEW QUESTION 303

What must be configured in a MarketingCloud account to use the import wizard?

- A. Enhanced FTP
- B. File Transfer
- C. Data Loader
- D. Encrypted FTP

Answer: A

NEW QUESTION 306

Which action will the Validate tool complete when initiated?

- 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 subscribers status at the time of send is Subscribed or Bounced

Answer: B

NEW QUESTION 309

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

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

Answer: D

NEW QUESTION 312

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

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

Answer: CD

NEW QUESTION 315

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

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

Answer: ABD

NEW QUESTION 318

What does the validate tool check for? (Check all that apply)

- A. The presence of an unsubscribe link
- B. Invalid email address
- C. A physical mailing address
- D. Correct syntax for attributes
- E. That each content area specified in the dynamic content rule exists

Answer: ACDE

NEW QUESTION 320

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

NEW QUESTION 325

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. encryptedftp
- C. data loader
- D. file transfer

Answer: A

NEW QUESTION 330

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices. Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices? Choose 2 answers

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

Answer: CD

NEW QUESTION 331

Which app do you use to set the default greeting option?

- A. Distributed Marketing Administration
- B. Distributed Marketing Settings
- C. Journey Builder
- D. Administration

Answer: A

NEW QUESTION 333

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email. What tool in Email Studio enables a marketer to save and execute a send manually?

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

Answer: D

NEW QUESTION 337

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

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

Answer: ABD

NEW QUESTION 339

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Answer: B

NEW QUESTION 341

What is an Automation Studio activity? (Choose 3)

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

Answer: ABD

NEW QUESTION 343

Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign. Which option minimizes the impact of this error?

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

Answer: C

NEW QUESTION 346

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. Scheduled Automation > SQL Query Activity > File Transfer Activity
- B. File Drop Automation > Data Extract Activity > File Transfer Activity
- C. Scheduled Automation > Data Extract Activity > File Transfer Activity
- D. File Drop Automation > SQL Query Activity > File Transfer Activity

Answer: B

NEW QUESTION 349

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Content Builder
- B. Content Detective
- C. Inbox Preview
- D. Triggered Send

Answer: B

Explanation:

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

NEW QUESTION 354

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis.

Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

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

Answer: AD

NEW QUESTION 356

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

- A. Import Activity
- B. File Transfer Activity
- C. Group Refresh
- D. Query Activity

Answer: C

NEW QUESTION 360

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

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

Answer: ABD

NEW QUESTION 365

A marketer wants to create a responsive email that will render correctly across all email clients. What tool could they use?

- A. Server Side JavaScript
- B. AMPscript with grid-based layout
- C. CSS3 media queries
- D. GTL with tables

Answer: A

NEW QUESTION 369

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

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

Answer: BD

NEW QUESTION 370

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