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NEW QUESTION: 1

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 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: 2

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

Which feature should NTO use?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 3

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 collection
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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: 4

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.

Reference:Salesforce Marketing Cloud Documentation - Journey Builder

NEW QUESTION: 5

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 6

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

How should the scheduled automation be configured to achieve this?

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

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

NEW QUESTION: 7

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

Which Journey Builder activity should NTO use?

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

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

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

NEW QUESTION: 8

A local craft store is implementing 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 two.)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 9

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 the team should take to make the edits?

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

Answer: A (LEAVE A REPLY)

Explanation

The first action the team should take to make the edits is to update email approval status¹. Updating email approval status allows the team to change the status of the email from approved to pending, which enables them to make changes to the email content, subject line, preheader, or sender profile¹. After making the edits, the team can resubmit the email for approval and send it to the business units.

Canceling send using email is not the correct answer, as it does not allow the team to make edits to the email. Canceling send using email is a feature that lets the team stop an email send that is in progress or scheduled for a future date². However, it does not affect the approval status or content of the email.

Unsharing the email is also not the correct answer, as it does not allow the team to make edits to the email. Unsharing the email is a feature that lets the team remove access to the email from other business units³. However, it does not affect the approval status or content of the email. References := 1: Edit an Approved Email - Salesforce 2: Cancel Send Using Email - Salesforce 3: Share Content Across Business Units - Salesforce

NEW QUESTION: 10

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 11

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

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 12

A marketer is designing an email and wants to add extra messaging before the body of the email that will be displayed when an email client previews the message. What would the marketer use?

- A. Subject Line
- B. Landing Page
- C. Promotional Text
- D. Preheader

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

NEW QUESTION: 13

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

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

NEW QUESTION: 14

Which strategy will improve email deliverability? (Choose 3)

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

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

NEW QUESTION: 15

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Tracking tab in Journey Builder
- B. Overview tab in email Studio
- C. Pending tab in Content Builder

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 16

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

Which area of the application should provide this data?

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

Answer: C (LEAVE A REPLY)

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<https://www.trainingdump.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 17

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Campaign Email Tracking Report
- B. Datorama pivot Table
- C. Tracking Data Extract file transfer

Answer: C (LEAVE A REPLY)

To schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign, the marketing manager should use the Tracking Data Extract file transfer. This tool allows the extraction of tracking data from Salesforce Marketing Cloud, which can then be transferred to an external storage location such as Azure Blob. By setting up an automation in Automation Studio, this process can be scheduled to run weekly, ensuring the performance data is consistently sent to the desired location.

Reference: Salesforce Marketing Cloud Documentation on Tracking Data Extracts and File Transfers

NEW QUESTION: 18

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal' email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring

- B. Einstein Copy insights
- C. Einstein Messaging Insight

Answer: C (LEAVE A REPLY)

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

Reference: Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

NEW QUESTION: 19

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 20

An email marketing team is setting up a campaign to message customers who register for an event. The

registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 21

TO would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero image using the naming convention

"Hero CTA".

What are two methods to ensure click behavior on these images is tracked with this naming convention.

- A. Include "Hero_CTA" in the link tooltip field for each link
- B. Add ""Hero_CTA" to the tracking 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: C,D ([LEAVE A REPLY](#))

NEW QUESTION: 22

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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

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

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

NEW QUESTION: 24

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Path Optimizer
- B. Google Analytics Audience
- C. Einstein Engagement Scoring

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

Explanation

Einstein Engagement Scoring is the correct answer. This tool allows you to use artificial intelligence to score your subscribers based on their engagement behavior, such as opens, clicks, conversions, etc. You can use Einstein Engagement Scoring to easily target

your most loyal subscribers by filtering them based on their predicted engagement level or score. You can also use Einstein Engagement Scoring to segment your subscribers based on their predicted attrition risk or optimal send time. Google Analytics Audience is not a valid option, as this tool only allows you to measure and analyze web traffic and behavior, not email engagement. Path Optimizer is not a valid option either, as this tool only allows you to test different paths or content variations in a journey based on different engagement metrics, not target loyal subscribers. You can learn more about this in the [Einstein for Marketing Cloud] module on Trailhead.

NEW QUESTION: 25

Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails. The data extension only needs to be updated when store information changes, such as when a new store opens or a store close.

How can this be achieved?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 26

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)

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: 27

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this Information?

- A. Audience Engagement Over Time
- B. Contacts Analytics
- C. Contacts Count

Answer: (SHOW ANSWER)

NEW QUESTION: 28

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

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 29

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: A (LEAVE A REPLY)

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

NEW QUESTION: 30

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: A (LEAVE A REPLY)

Explanation

NEW QUESTION: 31

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

Answer: (SHOW ANSWER)

The List Unsubscribe header is a feature that allows subscribers to unsubscribe from an email by clicking a link in their email client. This feature does not require RMM to be enabled in the account, and it can generate unsubscribe reasons related to RMM

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NEW QUESTION: 32

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments.

What tool should the marketing team use?

- A. Filters
- B. Profile attributes
- C. Data Extract Activity
- D. Audience Builder

Answer: (SHOW ANSWER)

NEW QUESTION: 33

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: 34

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Configure Eastern Content Tagging to automatically tag stock art.
- B. Import a metadata tag index for the stock art so the images are searchable
- C. Select categories and content type from the import dropdown when importing images.

Answer: B (LEAVE A REPLY)

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

NEW QUESTION: 35

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Utilize exit criteria for the journey.
- B. Use the Update Contact action.
- C. Ensure the Contact entry mode is No re-entry

Answer: A (LEAVE A REPLY)

NEW QUESTION: 36

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

Answer: (SHOW ANSWER)

NEW QUESTION: 37

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails. What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Frequency Split
- B. Scoring Split
- C. Path Optimizer

Answer: (SHOW ANSWER)

NEW QUESTION: 38

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Answer: C (LEAVE A REPLY)

Explanation

To be notified of any abnormal subscriber behavior with its 'Weekly Deal email, you should use Einstein Messaging Insights. This feature provides notification badges to alert you of any performance issues or opportunities with your email campaigns. You can see how your emails are performing compared to your historical averages and benchmarks, and get recommendations on how to improve your results.

NEW QUESTION: 39

What is a capability of a data relationship?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 40

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

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

D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

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

NEW QUESTION: 41

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

A. Send Flow

B. User-Initiated Email

C. Test Send

D. Triggered Email

Answer: (SHOW ANSWER)

Explanation

NEW QUESTION: 42

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

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

A. Filter Data Activity

B. Random Data Extension

C. SQL query activity

Answer: (SHOW ANSWER)

Explanation

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

NEW QUESTION: 43

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

NEW QUESTION: 44

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Decision Splits
- B. Goals
- C. Exits

Answer: B (LEAVE A REPLY)

NEW QUESTION: 45

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

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 46

A marketing manager identified an upcoming email campaign for their team to test different subject lines.

They want to first test with a pilot group and then send the winning subject line out to the remaining customers.

Who should path optimizer be configured to handle these requirements?

- A. Place a Random Split before Path Optimizer for the pilot group.
- B. Configure a holdback group to be targeted by the winner.
- C. Select winning path three days after journey activation

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 47

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email.

What tool can the marketer use to control default headers and footers on email sends?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 48

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

- A. User Initiated Send
- B. Multi-Step Journey
- C. Automation Studio Email Activity

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

NEW QUESTION: 49

What's the purpose of the Customized Shortcuts section under the Overview tab of the Email section in Exact Target?

- A. Allows you to create custom actions for your marketing.
- B. Allows you to view past and pending emails.
- C. Allows you to access you most frequent tasks quickly
- D. Allows you to create Email

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

NEW QUESTION: 50

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

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

NEW QUESTION: 51

An event marketing team is setting a campaign to message customers who register for an event. The registration data is being gathered in another system and it will be passed over to marketing cloud dealing and updates made to the costumers registration information will be reflected in the same file how should the import of... registration data be configured

- A. use the import activity to overwrite to records in the data extension
- B. use the import wizard to add new record into data extension
- C. use the import wizard to overwrite the records in the data extension.
- D. to report activity to add new records into the data extension

Answer: A (LEAVE A REPLY)

NEW QUESTION: 52

The marketing team wants to test various path within journey based on parameters to assess the effectives of a new email campaign.

Which tool should be used?

- A. A/B Testing
- B. Path Optimizer
- C. Einstain Engagement Activities

Answer: B (LEAVE A REPLY)

Path Optimizer in Journey Builder allows marketers to test different paths within a journey based on various parameters. This tool helps in assessing theeffectiveness of different emails or other journey steps by comparing how different segments of the audience respond to each path.

Reference:Salesforce Marketing Cloud Documentation on Path Optimizer

NEW QUESTION: 53

NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

- A. Local folder structure
- B. Search field
- C. Content Type filter
- D. Email Type
- E. Tags filter

Answer: (SHOW ANSWER)

Reference:

<https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/>

NEW QUESTION: 54

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 55

The marketing team wants to test various path within journey based on parameters to assess the effectiveness of a new email campaign.

Which tool should be used?

- A. Path Optimizer
- B. A/B Testing
- C. Einstein Engagement Activities

Answer: A (LEAVE A REPLY)

NEW QUESTION: 56

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

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

"Hero_CTA."

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

- A. Include Hero_CTA1 in the filename for each Hero Image.
- B. Add "Hero_CTA" to the Tracking Alias field for each link.
- C. Include "Hero_CTA" in the Link Tooltip field for each link.
- D. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."

Answer: B (LEAVE A REPLY)

NEW QUESTION: 57

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal' email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy Insights
- C. Einstein Messaging Insight

Answer: (SHOW ANSWER)

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

NEW QUESTION: 58

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

Which area of the application should provide this data?

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

Answer: B (LEAVE A REPLY)

Email Overlay View is the area of the application that should provide the data on link performance for a specific email, including Total Clicks and Unique Clicks. Email Overlay View shows a visual representation of your email with metrics for each link, such as how many times it was clicked, by whom, and when. You can access Email Overlay View from the Tracking tab by selecting an email send and clicking on View Email Overlay. Send Performance Tab shows metrics for an email send, such as Sent, Delivered, Opens, Clicks, etc., but not for each link. Tracking Conversions Tab shows metrics for conversions that occurred as a result of an email send, such as purchases, sign-ups, downloads, etc., but not for each link.

NEW QUESTION: 59

Northern Trail Outfitters (NTO) plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign data extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPscript to reference data in a second, non-sendable data extension named Loyalty Member.

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 60

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

Which method meets their needs?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 61

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

Which three strategies would improve their email deliverability?

Choose 3 answers

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

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

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<https://www.trainingdump.com/Salesforce/Marketing-Cloud-Email-Specialist-practice-exam-dumps.html> (162 Q&As Dumps, **40%OFF Special Discount: Exam-Tests**)

NEW QUESTION: 62

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

- A. 10%
- B. 5%
- C. 20%
- D. 15%

Answer: (SHOW ANSWER)

NEW QUESTION: 63

Northern Trail Outfitters (NTO) needs a quick listing of all email sends 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. Email Performance Over Time
- B. Account Send Summary
- C. Email Sends by User

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

NEW QUESTION: 64

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis.

The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile. Which action should they take to execute the campaign?

- A. Use Automation Studio Filtering, Messaging, and wait activities.
- B. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities
- C. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 65

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: ([SHOW ANSWER](#))

NEW QUESTION: 66

Northern Trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than

2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

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

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use a Decision Split activity on the journey canvas.

C. Use Automation Studio to query a population into a data extension.

Answer: ([SHOW ANSWER](#))

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

[Source: Trailhead]

NEW QUESTION: 67

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. Data Filters
- C. File Triggers
- D. SQL Query Activities

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Authentication Package
- B. Brand Builder
- C. Sender Profile

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

Explanation

The Sender Profile is the setting that allows you to configure the From Name, From Email, and Reply Email for a send. This can help identify the line of business sending the message. The Sender Authentication Package is a feature that enables you to use your own domain in your email links, images, and reply addresses. The Brand Builder is a tool that helps you create a consistent look and feel for your emails, landing pages, and microsites. You can learn more about these settings in the Email Creation and Sending module on Trailhead.

NEW QUESTION: 69

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 two.)

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.

Which object should be used?

- A. Publication List
- B. Suppression Lists
- C. Exclusion Lists

Answer: ([SHOW ANSWER](#))

Explanation

Publication List is an object that allows marketers to use Marketing Cloud's Subscription Center to let subscribers control which types of emails they do not want to receive. Publication Lists can be associated with different types of emails, such as newsletters or promotions, and subscribers can opt out of individual lists without unsubscribing from all emails. Suppression Lists and Exclusion Lists are used to exclude subscribers from receiving certain emails, but they do not allow subscribers to manage their preferences in the Subscription Center. [Source: Trailhead]

NEW QUESTION: 71

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. Save the data extension in the Test Folder.
- C. Create the data extension as 'Is Testable'.

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

NEW QUESTION: 72

Which combination of audiences can be selected in the recipient section for a specific Send?

- A. Contacts or Audiences
- B. Lists and Data Extensions
- C. Lists or Data Extensions
- D. Lists and Audiences

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 73

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

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

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 74

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. Transactional Send
- C. Multi-Step

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

Explanation

A multi-step journey is best suited to run a test between two different versions of an email, such as Einstein Recommendations versus static product recommendations. A single send journey can only send one version of an email to a single audience. A transactional send journey can only send transactional messages that are triggered by API calls or events.

NEW QUESTION: 75

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

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

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 76

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

Answer: A,D (LEAVE A REPLY)

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NEW QUESTION: 77

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

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

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

Answer: (SHOW ANSWER)

When importing an encrypted file, the first step is to decrypt the file using the File Transfer activity in Salesforce Marketing Cloud. The Manage Files option within File Transfer allows you to configure and automate the decryption process before importing the data into a data extension.

References:

* Salesforce Marketing Cloud Documentation: File Transfer Activity

NEW QUESTION: 78

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible.

Choose two answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 79

A marketer needs a simple tool to create segments from the data stored in a data extension. How would you advise them?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 80

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

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

Explanation

NEW QUESTION: 81

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

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

NEW QUESTION: 82

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

Which three strategies will help improve NTO's email deliverability? Choose 3 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 83

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

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

Scaling back sending for specific ISPs until the issue subsides can help improve deliverability by avoiding spam complaints and hard bounces. Increasing the frequency of email sending may worsen the deliverability issue by triggering spam filters and irritating subscribers. Broadening segmentation criteria may not help if the content is not relevant or engaging for the audience.

NEW QUESTION: 84

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: C (LEAVE A REPLY)

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

NEW QUESTION: 85

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Authentication Package
- B. Brand Builder
- C. Sender Profile

Answer: C (LEAVE A REPLY)

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

* Salesforce Marketing Cloud Documentation: Sender Profiles

NEW QUESTION: 86

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Incorrect Sending Relationship
- B. Failure to choose the send classification
- C. Two fields with "EmailAddress" data type

Answer: C (LEAVE A REPLY)

NEW QUESTION: 87

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

- A. Use double Opt-in to avoid getting blacklisted.
- B. Use email templates
- C. Consider Subscriber engagement....send only to most engaged subscribers.
- D. Maintain a consistent "From Name"
- E. Email sign-up on website.
- F. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!

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

NEW QUESTION: 88

To import a data extension utilizing the add and/or update command what must it contain?

- A. Subscriber Key
- B. Primary Key
- C. Email Address
- D. Secondary Key

Answer: B (LEAVE A REPLY)

NEW QUESTION: 89

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: 90

A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

- A.** Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
- B.** Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
- C.** Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.
- D.** Configure to return an error message for any email address that does not conform to standard conventions.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 91

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.

NTO would like to send out a thank you email the first time they Show up in the file drop. How should Journey Builder be configured to meet this requirement?

- A.** Configure Journey Settings to 'allow no re-entry.'
- B.** Configure Journey Email Send to dedupe on email address.
- C.** Configure Journey Entry Event to 'allow no re-entry.'

Answer: C (LEAVE A REPLY)

Configuring the Journey Entry Event to 'allow no re-entry' will ensure that subscribers who have made recent purchases will only receive a thank you email the first time they show up in the file drop. This will prevent them from receiving duplicate emails if they make multiple purchases. [Source: Trailhead]

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NEW QUESTION: 92

How can AMP script customize email messages?

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

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

What can be used to accomplish this? Choose 2 answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 93

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: A (LEAVE A REPLY)

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: 94

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

- A.** The email will be sent to the 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 (LEAVE A REPLY)

NEW QUESTION: 95

A link (URL) was sent wrong in an email- How would correct it

- A.** Pull the emails from the subcibers if they haven't been opened yet
- B.** From the Jobs tab- Correct the link and subscibers will be redirected to the correct link
- C.** Send a new email with correct link

Answer: B (LEAVE A REPLY)

NEW QUESTION: 96

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever 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 Butter

Answer: C (LEAVE A REPLY)

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: 97

How can AMP script customize email messages?

- A. Profile Mapping
- B. AMP script
- C. Provide advanced content personalization
- D. Automate the flow of creating email messages.
- E. Automate the template creation process.

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

What can be used to accomplish this? Choose 2 answers

- F. Insert responsive content based on the user's viewing device.
- G. Personalization Strings
- H. Dynamic Content

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 98

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

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

NEW QUESTION: 99

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Import a metadata tag index for the stock art so the images are searchable
- B. Select categories and content type from the import dropdown when importing images.
- C. Configure Eastern Content Tagging to automatically tag stock art.

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

NEW QUESTION: 100

Northern Trail Outfitters (NTO) has childbusiness 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?

%%memberid%%

A.

- B. %%contactkey%%
- C. %%subscriberid%%

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

NEW QUESTION: 101

What is an Automation Studio activity? (Choose 3)

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

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

NEW QUESTION: 102

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

Which method should the team use to accomplish this goal?

- A. Remove inactive subscribers from the target population.
- B. Create a re-engagement campaign for inactive subscribers asking to opt-in again.
- C. Create a list of inactive subscribers and suppress them from campaigns.
- D. Create a re-engagement campaign for all subscribers asking to opt-in again.

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

NEW QUESTION: 103

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

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

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

NEW QUESTION: 104

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

- A. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.

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

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

NEW QUESTION: 105

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: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 106

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 are application programming interfaces that allow different systems to communicate and exchange data with each other. APIs can be used to perform various tasks in Marketing Cloud, such as creating or updating subscribers, sending messages, triggering automations, retrieving tracking data, etc. APIs can also be used to update subscriber information in real time based on their actions or preferences.

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NEW QUESTION: 107

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager?

Choose 3 answers

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

Answer: (SHOW ANSWER)

NEW QUESTION: 108

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

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

- A. Audience segmentation
- B. Dynamic content
- C. In Personalization strings
- D. In Einstein content
- E. Specialized content

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

NEW QUESTION: 109

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

- 1.Northeast: static image of light house
2. South east: image carousel of beaches
- 3.Central: has no content to display
4. Northwest: static image of waterfall
- 5.Southwest: expiry coupon

How many content rules need to be created to accomplish this

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

Answer: (SHOW ANSWER)

NEW QUESTION: 110

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

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

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 111

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

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

Choose 2 answers

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 112

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

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

- A. Filter Data Activity
- B. Random Data Extension
- C. SQL query activity

Answer: B (LEAVE A REPLY)

Reference: Salesforce Marketing Cloud Documentation on Random Data Extensions

NEW QUESTION: 113

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

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

NEW QUESTION: 114

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

Which solution can be used to achieve this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 115

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.

What should they use to determine the number of matching records in the least number of steps?

- A.** Filtered data extension
- B.** SQL Query
- C.** Data Filter

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

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

NEW QUESTION: 116

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 117

Following a batch email send, Northern Trail Outfitters wants to update an email link's URL.

Which action should be recommended?

- A. Navigate to the Job Links tab In My Tracking and update the URL.
- B. Navigate to URL Expiration in Setup and update the URL.
- C. Navigate to the email in Content Builder and update the URL.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 118

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

Answer: A (LEAVE A REPLY)

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

NEW QUESTION: 119

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 two.)

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

Answer: (SHOW ANSWER)

NEW QUESTION: 120

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

Where should they find this dashboard?

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

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

Explanation

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

NEW QUESTION: 121

Northern Trail Outfitters (NTO) plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign data extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPscript to reference data in a second, non-sendable data extension named Loyalty Member.

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

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 122

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Brand Builder
- B. Sender Profile
- C. Sender Authentication Package

Answer: (SHOW ANSWER)

NEW QUESTION: 123

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 124

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Overview tab in email Studio
- B. Tracking tab in Journey Builder
- C. Pending tab in Content Builder

Answer: (SHOW ANSWER)

NEW QUESTION: 125

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)

NEW QUESTION: 126

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: 127

Northern TrailOutfitters is spending daily batch files of customer data to Marketing Cloud via file drops.

When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

Answer: (SHOW ANSWER)

The Verification Activity in Automation Studio ensures that the steps within an automation are only executed when a certain condition is fulfilled. This activity is used to check for specific conditions or criteria, such as the presence of data in a file or the success of a previous step, before proceeding with the next step in the automation process. This ensures that subsequent steps are not executed on empty or incorrect data, preventing errors and ensuring data integrity.

NEW QUESTION: 128

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

What feature would be used to specify which IP address is used for retail vs. corporate?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 129

Northern Trail Outfitters allows nonregistered customers to provide a phone number for open orders. The provided 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: C ([LEAVE A REPLY](#))

A data retention policy allows you to automatically delete records from a data extension based on a specified time period. This feature can help you maintain a data extension's records and comply with data privacy regulations

NEW QUESTION: 130

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 marketer should go to From Address Management to see a list of all email addresses and domains that are verified for sending¹. From Address Management is a feature that allows the marketer to manage, verify, and import email addresses and domains that are used as From addresses in email sends¹. The marketer can search, filter, and sort the verified email addresses and domains by status, type, and sendability. The marketer can also add new email addresses or domains, send verification emails, set sendable or non-sendable addresses, and delete unneeded addresses¹.

Send Classifications is not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Send Classifications is a feature that allows the marketer to define the settings and attributes of an email send, such as the sender profile, delivery profile, CAN-SPAM classification, and priority². The marketer can use send classifications to choose from a list of verified email addresses or specify a custom email address as the From address, but they cannot see or manage all the verified email addresses and domains in send classifications.

Domain SSL Certificates is also not the correct answer, as it does not show a list of all email addresses and domains that are verified for sending. Domain SSL Certificates is a feature that allows the marketer to enable SSL encryption for their custom domains, which can improve their email security and deliverability. The marketer can use domain SSL certificates to apply SSL encryption to their authenticated or private domains that are used as From addresses, but they cannot see or manage all the verified email addresses and domains in domain SSL certificates. References := 1: From Address and Domain Verification Checklist - Salesforce 2:

Send Classifications - Salesforce : Domain SSL Certificates - Salesforce

NEW QUESTION: 131

A marketer is about to introduce content builder to the entire NTO marketing team, which three considerations should the marketing team keep in mind as they begin using the content builder. Choose three answers.

- A.** A new conventions and rules for user accessing content builder establish a naming convention optimize for search.
- B.** Import duplicate copies of content for different msg or groups
- C.** focus on creating an importing content for one primary channel
- D.** create a folder structure prior to importing asset

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 132

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

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

NEW QUESTION: 133

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best

practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

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

Answer: (SHOW ANSWER)

NEW QUESTION: 134

Which is a benefit of Quick Send?

- A. Quickly approve Campaign Members for sending.
- B. Quickly send Salesforce emails to leads, contacts, or person accounts.
- C. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 135

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Content Builder
- B. Paste HTML
- C. Mobile Template Editor
- D. Template Editor

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

NEW QUESTION: 136

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)

Explanation

A key differentiator to get a dedicated IP rather than using a shared one is sending volume. If you send more than 250,000 emails per month, you should use a dedicated IP to ensure better deliverability and reputation. A dedicated IP means that only your emails are sent from that IP address, so you have full control over your sender reputation

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NEW QUESTION: 137

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. Request they resubscribe
- C. Send emails less frequently
- D. Send emails more frequently

Answer: D (LEAVE A REPLY)

NEW QUESTION: 138

Following a batch email sent. Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- B. Navigate to the Job Links tab In My Tracking and update the URL.
- C. Navigate to URL Expiration in Setup and update the URL.

Answer: (SHOW ANSWER)

In Salesforce Marketing Cloud, to update an email link's URL after the email has been sent, you should navigate to the Job Links tab in My Tracking. This allows you to modify the URLs of links in sent emails, ensuring the correct destination for your recipients even after the email is delivered.

NEW QUESTION: 139

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)

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: 140

Following a batch email sent. Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A.** Navigate to the email in Content Builder and update the URL.
- B.** Navigate to the Job Links tab In My Tracking and update the URL.
- C.** Navigate to URL Expiration in Setup and update the URL.

Answer: B (LEAVE A REPLY)

Explanation

To update an email link's URL after a send, you need to navigate to the Job Links tab in My Tracking and update the URL there. This will change the URL for all recipients who have not yet clicked on the link.

NEW QUESTION: 141

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

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

(Choose three.)

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

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

Explanation

NEW QUESTION: 142

If you have less than 50,000 subscribers your test distribution should be what percent.

- A. 20%
- B. 15%
- C. 10%
- D. 5%

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

NEW QUESTION: 143

Northern Trail Outfitters' analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?

- A. Google Analytics Integration
- B. Tracking Extracts
- C. Report Snapshots

Answer: ([SHOW ANSWER](#))

Explanation

Tracking Extracts are a type of data extract activity that allows marketers to export tracking data from Marketing Cloud to an external system, such as a dashboard or a data warehouse. Tracking Extracts can be configured to include various types of tracking data, such as email sends, opens, clicks, bounces, unsubscribes, etc. Tracking Extracts can be combined with a File Transfer activity and an Automation Studio workflow to transfer the extracted file to the desired location on a daily basis.

NEW QUESTION: 144

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

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

- A. Ensure fallback content has been configured for Gmail.
- B. Ensure the 'Optimize for Gmail' checkbox is selected.

C. Ensure characters in the CSS tags are limited to 16kB.

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

NEW QUESTION: 145

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 is clearly noted as a test email.

What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A. 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.
- B. Create a Test data extension composed of the management team and Test Send to the Test data extension.
- C. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- D. 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 146

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 field as the Primary Key.
- C. Mark the data extension as Sendable.

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

NEW QUESTION: 147

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

Which tool should NTO use?

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

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

Pivot table in Datorama Reports is the tool that NTO should use to explore its large volume of send data.

Pivot table allows marketers to dynamically filter, sort, and group data in one view without writing SQL queries. It also allows marketers to create calculated fields and visualize data in charts and graphs. Filter Activity in Automation Studio is used to create filtered data extensions based on criteria, not to explore data in one view. Email Performance Over Time Report is a standard report that shows metrics for emails sent over a period of time, but it does not allow dynamic filtering, sorting, or grouping of data.

NEW QUESTION: 148

Describe email design best practices. What are the 3 stages of interaction? (Choose 3)

- A. Envelope
- B. Body
- C. Landing Page
- D. Footer
- E. Subject line

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

NEW QUESTION: 149

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.

Which automation configuration should be used to achieve this?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 150

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 151

Which is a fundamental component of coding responsive emails?

- A. Anchor Tags
- B. Span Tags

C. SQL Queries

D. CSS3 @media Queries

Answer: D (LEAVE A REPLY)

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NEW QUESTION: 152

A marketer wants to ensure that customers on a list want to be email subscribers. Additionally, the marketer wants to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

- A. Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect
- B. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number
- C. Configure Web Collect to return an error message for any email address that does not conform to standard conventions
- D. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks

Answer: A (LEAVE A REPLY)

NEW QUESTION: 153

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 154

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 the team should take to make the edits?

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

Answer: C (LEAVE A REPLY)

To make edits to an email that has already been approved and shared with multiple business units, the first step is to unshare the email. This action allows the original team to make the necessary changes without affecting the shared content in other business units. Once the edits are made, the email can be re-approved and shared again.

References:Salesforce Marketing Cloud Documentation on Content Builder Approvals

NEW QUESTION: 155

A file is received daily from the data provided to the account FTP this file is to be imported into the marketing clouds as soon as it arrives, the arrival time of these files varies by several hours from day to day what tool should be used to accomplish this.

- A. automation studio scheduled automation
- B. journey builder import activity
- C. journey builder file
- D. automation studio file drop automation

Answer: D (LEAVE A REPLY)

NEW QUESTION: 156

Which combination of audiences can be selected in the recipient section for a specific Send?

- A. Contacts or Audiences
- B. Lists and Data Extensions
- C. Lists or Data Extensions
- D. Listsand Audiences

Answer: C (LEAVE A REPLY)

NEW QUESTION: 157

A marketing team is using two systems to send emails. The team wants to maintain unsubscribeinformation 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. Import unsubscribes with the appropriate status into All Subscribers.
- B. Create an automation triggered on unsubscribes from the other system.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes into a data extension, then update status with a query.

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

NEW QUESTION: 158

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

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

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 159

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

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

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

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

NEW QUESTION: 160

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

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

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

NEW QUESTION: 161

NTO just launched new line of tents and send a targeted email campaign to introduce the products to its customer when in email studio can the marketer can see the performance summary of the recent email sent.

- A. summary tab
- B. job links tab within tracking

- C. send performance tab
- D. overview tab within tracking

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

NEW QUESTION: 162

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers? Choose 3 answers

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

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

NEW QUESTION: 163

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.

Which object should be used?

- A. Publication List
- B. Suppression Lists
- C. Exclusion Lists

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

Publication List is an object that allows marketers to use Marketing Cloud's Subscription Center to let subscribers control which types of emails they do not want to receive.

Publication Lists can be associated with different types of emails, such as newsletters or promotions, and subscribers can opt out of individual lists without unsubscribing from all emails. Suppression Lists and Exclusion Lists are used to exclude subscribers from receiving certain emails, but they do not allow subscribers to manage their preferences in the Subscription Center. [Source: Trailhead]

NEW QUESTION: 164

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

Which area of the application should provide this data?

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

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

The Email Overlay View in Salesforce Marketing Cloud provides a detailed visual representation of an email's performance, including metrics such as Total Clicks and Unique Clicks. This view overlays performance data directly onto the email, making it easy to see which links were clicked and how frequently.

This feature is described in the Salesforce Marketing Cloud documentation under email tracking and reporting features.

NEW QUESTION: 165

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

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 166

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. Journey Builder will be used.
- D. They have fewer than 250,000 subscribers.
- E. They are storing product and store data.

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

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NEW QUESTION: 167

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: C (LEAVE A REPLY)

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: 168

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 169

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever 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)

NEW QUESTION: 170

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 171

Northern Train Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

Answer: D (LEAVE A REPLY)

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