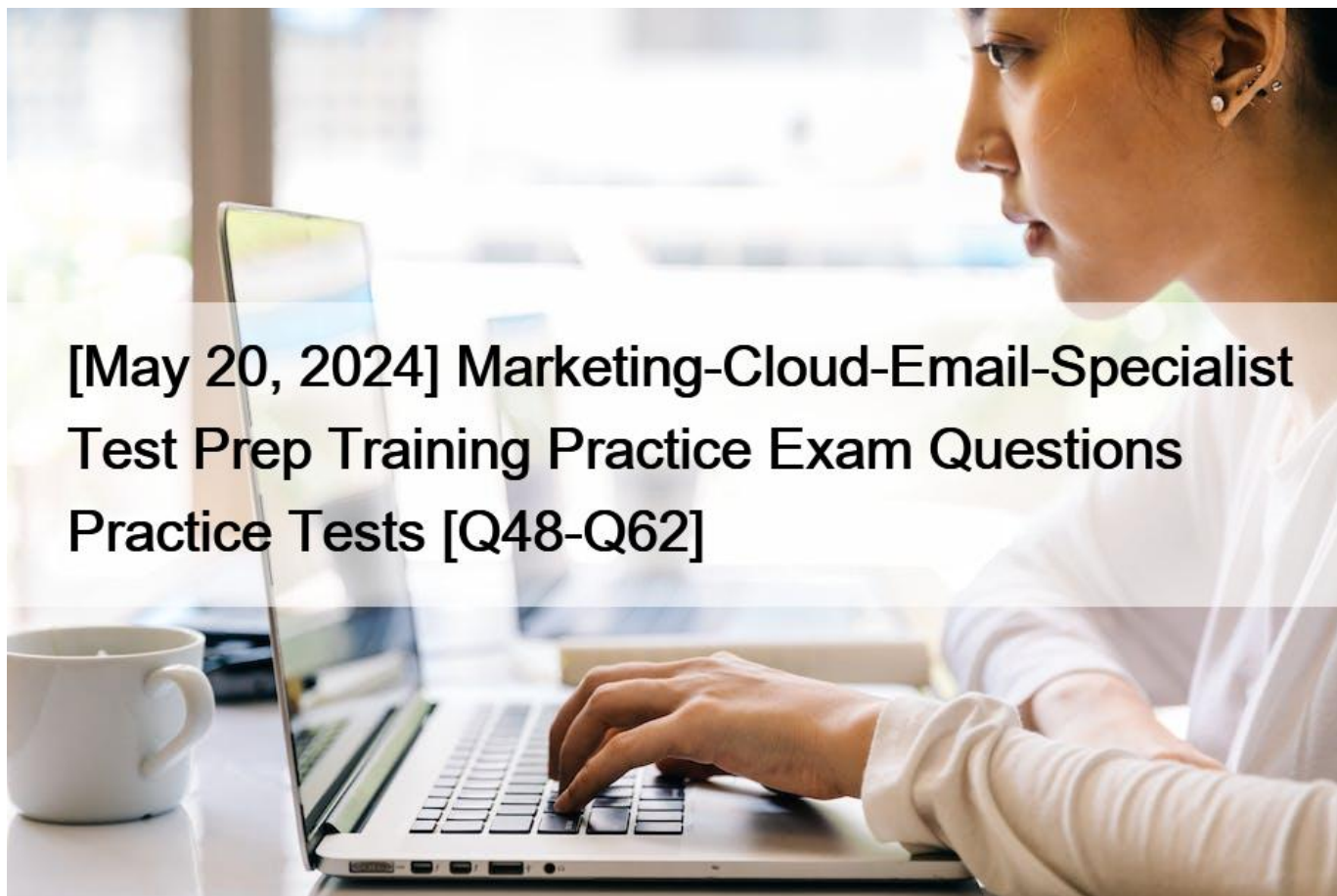


[May 20, 2024 Marketing-Cloud-Email-Specialist Test Prep Training Practice Exam Questions Practice Tests [Q48-Q62]



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Exam Questions Answers Braindumps Marketing-Cloud-Email-Specialist Exam Dumps PDF Questions

Salesforce Marketing-Cloud-Email-Specialist (Salesforce Certified Marketing Cloud Email Specialist) Certification Exam is designed to validate the skills and knowledge required to effectively use the Salesforce Marketing Cloud Email application. Salesforce Certified Marketing Cloud Email Specialist certification exam is suitable for email marketers, marketing automation professionals, and campaign managers who want to demonstrate their expertise in creating and executing email campaigns using Salesforce Marketing Cloud. Marketing-Cloud-Email-Specialist exam measures the candidate's proficiency in various areas such as email marketing best practices, subscriber data management, email design and coding, automated email programs, and analytics and reporting. Salesforce Certified Marketing Cloud Email Specialist certification is recognized globally and is an excellent way to demonstrate your skills and expertise in email marketing.

Q48. A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

- * Personalization Strings
- * Delivery Profiles
- * AMPscript Lookup
- * Sender Profiles

Q49. When importing data into marketing cloud the list detective is triggered for which of the following?

- * Data Extensions
- * List Model
- * Email Addresses
- * Email Alias

Q50. 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?

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

Q51. 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?

- * Import File
- * Data Extract
- * SQL Query
- * Filter

Q52. Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized congratulations email the day they are posted in the data extension, and follow up with a review request 14 days later.

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

- * Journey Builder and Behavioral Triggers
- * Automation Studio and Path Optimizer
- * Automation Studio and Journey Builder

Q53. Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platforms. These files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance.

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

- * Automation Notification Settings
- * Import Activity Notification Settings
- * Configured Alert Manager Settings

Automation Notification Settings allow marketers to configure email notifications for automation activities, such as data imports,

data exports, or SQL queries. Marketers can choose to receive notifications for all activities, only failed activities, or none. [Source: Trailhead]

Q54. The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

- * Automation Studio
- * Playbooks
- * Data Extract Activity
- * Filter Activity

Q55. A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

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

- * Select the update type **Overwrite**;
- * Ensure the data extension has a Primary Key
- * Select the update type **Add and Update**;
- * Select the update type **Add Only**;

Q56. A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

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

Q57. Which feature would a marketer use to build a Send Classification? (Choose 2)

- * Custom Profile Center
- * Delivery Profile
- * Reply Mail Profile
- * Sender Profile

Q58. A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

- * AppExchange
- * Help and Training Portal
- * Help.exacttarget.com
- * Code.exacttarget.com

Q59. A customer managed to automate nightly imports and also has the ability to manually import

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

- * enhance ftp
- * encrypted ftp
- * data loader
- * file transfer

Q60. 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?

- * From Address Management
- * Send Classifications
- * Domain SSL Certificates

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 ¹; Salesforce 2:

Send Classifications ¹; Salesforce : Domain SSL Certificates ¹; Salesforce

Q61. Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

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

Q62. A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which tool can be used to segment the data? (Choose 2)

- * Drag & Drop Segmentation
- * Data Extract Activity
- * Send Definition
- * Query Activity

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