Vendor: Salesforce

Exam Code:MARKETING-CLOUD-EMAIL-SPECIALIST

Exam Name: Salesforce Certified Marketing Cloud Email Specialist

Version: Demo

QUESTION 1

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

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

A. SQL Query, Data Extract, File Transfer

B. SQL Query, Filter, Data Extract

C. Filter, Data Extract, File Transfer

Correct Answer: C

QUESTION 2

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

A. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.

B. find each individual with subscriber preview and test send to each individual recipient

C. create a test data extension composed of the management team and test send to the test data extension

D. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Correct Answer: D

QUESTION 3

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. Cancel send using email.

C. Update email approval status.

Correct Answer: B

QUESTION 4

NTO completed a data reviewprocess and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

A. SQL query activities

B. Data filter

C. Filter activity

D. Filtered group

Correct Answer: C

QUESTION 5

Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions. They want to send out a series of emails to educate and remind members to purchase the subscription before the trial ends. Which tool should be used?

A. Send Flow

B. Automation Studio

C. Content Builder

D. Contact Builder

Correct Answer: B

QUESTION 6

Northern Trail Outfitter\\'s customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

A. Mobile Responsive

B. Responsive Aware

C. Mobile Aware

Correct Answer: C

QUESTION 7

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

A. A User initiated Email

B. A Simple Send Email

C. A recurringSend Schedule via Guided Send

D. A Transactional Send Classification

Correct Answer: C

QUESTION 8

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected.

Which step needs to be completed?

A. The email must be recreated using the updated template.

B. \\'Update Email Now\\' needs to be applied to each email.

C. The template must be approved before updates are reflected.

Correct Answer: B

QUESTION 9

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

Which functionalities accomplish the requested configuration?

A. Delivery Profile and AMPscript Lookup

B. Send Classification and Subscriber Attributes

C. Sender Profile and AMPscript Lookup

Correct Answer: C

QUESTION 10

Northern Train Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

A. Business Unit Access Permissions

B. Date/Time Range fro Access

C. Shared Data Extension

D. User Roles and Permissions

Correct Answer: C

QUESTION 11

A local craft store is implementing Marketing Cloud and will be using lists to store their subscriber data. Which two types of data could subscribers easily update via the default Profile Center? (Choose two.)

A. Order History

B. Email Address

C. Data Extension Fields

D. List Attributes

Correct Answer: BD

QUESTION 12

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 is the best option for the NTO to use in order 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

Correct Answer: B