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Salesforce Certified

Marketing Cloud Email Specialist

Sales force

Exam Marketing-Cloud-Email-Specialist
Salesforce Certified Marketing Cloud Email Specialist (SP23)

Version: 24.0

[Total Questions: 151]

Question No : 1

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

Which personalization string should be appended as a parameter?

A)

%%contactkey%%

B)

%%subscriberid%%

C)

%%memberid%%

A. Option A
B. Option B
C. Option C

Answer: B

Question No : 2

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

A. Schedule report and email file to the director.
B. A Schedule report and email the link to download.
C. Schedule report to export as a web page.

Answer: B

Question No : 3

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a goodfirst 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

Question No : 4

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

A. Make the call-to-action button that links to the feedback form bigger and with red background
B. Replace call-to-action with interactive Email Form
C. A Salesforce Survey block called in by an AMPscript function.

Answer: B

Question No : 5

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: A

Question No : 6

The marketing team at Northern Trail Outfitters isconcerned 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

Question No : 7

A marketer has built anautomation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

A. Fire Event
B. Import File
C. File Transfer

Answer: C

Question No : 8

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: B

Question No : 9

Northern Trail Outfitters uses anautomation to process and report sales agents' weekly

data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automationfrom completing the automation instance and delivering an inaccurate report?

A. Data Extract Activity
B. Verification Activity
C. Wait Activity

Answer: B

Question No : 10

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

A. A nightly automation with a filter activity
B. A verification step In the send automation
C. An approval process for sending

Answer: A

Question No : 11

Northern Trail Outfitters wants to senda personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use tobuild this level of personalization into the email?

A. Enhanced Dynamic Content Blocks
B. AMPscript Search Functions
C. Personalization Strings

Answer: C
Explanation:
Personalization Strings can be used to build the level of personalization into the email that Northern Trail Outfitters is looking for. Personalization Strings allow marketers to access

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data from multiple data extensions within a single email. The data can then be used to create personalized emails that include details about loyalty members' profiles, point balances, and purchase behaviors.

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

Question No : 12

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required whencreating the data extension for this triggered send information?

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

Answer: A

Question No : 13

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. Email Analytics Tile
B. JourneyHistory
C. Analytics Dashboard

Answer: C

Question No : 14

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

Which configuration is required to make decisions on this data?

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

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

Answer: A

Question No : 15

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward thesubscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

A. Journey Builder and Engagement Split
B. Automation studio and Query Activity
C. Salesforce CDP and Einstein Engagement Scoring

Answer: A

Question No : 16

A marketer wants to betterorganize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

A. Add assets to folders upon creation.
B. Add descriptive tags to each asset upon creation.
C. Add a description to each asset upon creation.

Answer: C

Question No : 17

A healthcare company imports its patient portal registrations at the parent level business unit (BU). The marketing team would like toensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

A. After the file import, use the transfer file activity to move data into data extensions in child BUS.
B. Create automations that import the data directly into the child BUs to bypass the parent level BU.
C. After the file import, use the filter activity to populate shared data extensions that areavailable to child BUs.

Answer: C

Question No : 18

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

A. Create a data filteron the data extension.
B. Filter the .csv file before import.
C. Write a query to create a filtered data extension.

Answer: B

Question No : 19

Everyday, 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 dataextension, and follow up with a review request 14 days later.

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

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

Answer: C

Question No : 20

Northern Trail Outfitters Is building a data extension that will store preference data for the its subscribers.

Which settings should be enabled to allow a SQL Query Activity to update the data extension?

A. Is Sendable
B. Nullable
C. Primary Key

Answer: C

Question No : 21

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

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

A. Smart capture block
B. Interactive Email Form block
C. Einstein content block

Answer: B

Question No : 22

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack emaildeveloper resources.

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

A. Leverage templates with AMPscript.
B. Leverage Enhanced Dynamic Content.
C. Leverage Multilingual Content Blocks.

Answer: C

Question No : 23

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

Question No : 24

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

A. Create folders in My Tracking and select whereto send results when sending an email.
B. Give emails unique names so they are easier to find in the tracking sends tab.
C. Remove old tracking results on a regular basis to declutter the results list.

Answer: A

Question No : 25

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

A. Content Detective
B. Test Send
C. Send Preview

Answer: B

Question No : 26

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails.

What should be configured to accomplish this request?

A. Sender Profile
B. Delivery Profile
C. Send Classification

Answer: A

Question No : 27

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

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

Answer: B

Question No : 28

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer than receives a message from their manager that changes are needed and email approval hasbeen withdrawn.

What should happen with the scheduled send, if no other action is taken?

A. The Send is paused unit approved again.
B. The send is canceled when the approval is withdrawn.
C. The originally approved version of the email will send.

Answer: C

Question No : 29

Northern Trail Outfitters needs to send a transactional email to all customers whopurchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed.

Which component should be configured to provide this functionality?

A. Delivery Profile
B. Send Classification
C. Sender Profile

Answer: B

Question No : 30

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

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

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

Answer: B

Question No : 31

Northern Trail Outfitters (NTO) is going through IP address warning and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

A. Recent Email Send Summary
B. Email Performance by Domain
C. Email Sends by User

Answer: B

Question No : 32

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

A. Campaigns
B. Sender Profile
C. Tabs

Answer: A

Question No : 33

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

Question No : 34

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 dataextensions.

Which object should be used?

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

Answer: A

Question No : 35

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

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

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

Answer: A

Question No : 36

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.

Answer: B

Question No : 37

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

A. Einstein STO Activity
B. Wait UntilActivity
C. Engagement Split

Answer: B

Question No : 38