

SalesForce Marketing-Cloud-Email-Specialist Exam

Volume: 65 Questions

Question No:1

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of Interest this week." Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

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

Answer: B,D

Question No:2

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

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

Answer: C,D

Question No:3

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

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

Answer: A,B,E

Question No:4

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

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

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

Answer: B,C

Question No:5

Northern Trail Outfitters' (NTO) branding guidelines require heavy use of imagery on its website, apps, emails, 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 2 answers

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

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Answer: B,D

Question No:6

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already In use.

What creation method should the team use to create the new data extension?

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

Answer: D

Question No:7

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

- A. Data Extract Activity Interaction
- B. Import Subscriber Wizard
- C. Import Activity Interaction
- D. Manual Data Filter Refresh

Answer: B

Question No:8

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices? Choose 2 answers

- A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
- B. Process every individual's unsubscribe request within 14 business days.

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C. Include an unsubscribe link in the header or footer of emails.

D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Answer: A,C

Question No:9

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements. What feature should the marketer use?

A. Delivery Profile

B. Sender Profile

C. Send Classification

D. Send Definition

Answer: A

Question No:10

Northern Trail Outfitters (NTO) is implementing the 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. NTO needs flexible data storage.

B. NTO will be using Journey Builder.

C. NTO is storing product and store data.

D. NTO has fewer than 15 data points.

E. NTO has fewer than 250,000 subscribers.

Answer: A,B,C

Question No:11

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

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Answer: B

Question No:12

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

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

Answer: B,C

Question No:13

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? Choose 3 answers

- A. Updating or creating Salesforce CRM objects or records.
- B. Extracting data from an Audience data extension for analysis.