

TOP Marketing-Cloud-Email-Specialist Examcollection Questions Answers: Salesforce Certified Marketing Cloud Email Specialist - Latest Salesforce Valid Marketing-Cloud-Email-Specialist Test Topics



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q64-Q69):

NEW QUESTION # 64

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 three.)

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

Answer: A,C,D

NEW QUESTION # 65

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

Answer: B

NEW QUESTION # 66

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The new email address is from an unsupported domain.
- **B. The email address has not been updated in All Subscribers.**
- C. The customer has not opted In again with the new address.

Answer: B

NEW QUESTION # 67

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.

What tool will produce this audience?

- A. Filters
- B. Audience Builder
- **C. SQL Query Activity**
- D. Send Flow

Answer: C

NEW QUESTION # 68

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Ensure preferred channel is available in subscriber data.
- B. Send both email and SMS to ensure subscribers get NTO's messages.
- **C. Create one Entry Source for each messaging channel.**

Answer: C

Explanation:

To honor the opt-in communication method for subscribers in NTO's welcome series, it is recommended to create one Entry Source for each messaging channel in Journey Builder. This approach ensures that subscribers receive communications via their preferred channel, whether it be email or SMS. By configuring separate entry sources, the welcome series can deliver messages that align with the opt-in preferences of each subscriber, enhancing the personalization and effectiveness of the communication.

Reference:Salesforce Marketing Cloud Documentation - Journey BuilderEntry Sources

NEW QUESTION # 69

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