

# Marketing-Cloud-Email-Specialist Exam Outline | Marketing-Cloud-Email-Specialist Exam Brain Dumps



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## **Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q23-Q28):**

**NEW QUESTION # 23**

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers. Which metric should be analyzed as a possible indicator of bad sender reputation?

- **A. Block bounces**
- B. Click rate
- C. Send volume

**Answer: A**

Explanation:

Explanation

Block bounces are a metric that should be analyzed as a possible indicator of bad sender reputation. Block bounces occur when an email is rejected by a recipient's mail server because it considers the sender's IP address or domain as a source of spam. This can negatively impact the sender's reputation and affect their deliverability. Send volume and click rate are not directly related to sender reputation, although they may influence other factors such as engagement and spam complaints.

#### NEW QUESTION # 24

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- **A. Tracking Extract > File Transfer > Import Activity**
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > Import Activity > SQL Activity

**Answer: A**

#### NEW QUESTION # 25

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m. Which method meets their needs?

- **A. File Transfer Activity in Automation Studio**
- B. Report Definition Activity in Automation Studio
- C. Report Scheduling in Datorama Reports

**Answer: A**

Explanation:

To schedule the automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket, you can use the File Transfer Activity in Automation Studio. This activity enables you to configure the transfer of files to external servers, including S3 buckets, and schedule it to run at specified times. Reference: Salesforce Marketing Cloud Documentation on File Transfer Activity.

#### NEW QUESTION # 26

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. Profile Center Unsubscribe
- B. Universal Unsubscribe
- **C. List Unsubscribe header**

**Answer: C**

Explanation:

Explanation

The List Unsubscribe header is a feature that allows subscribers to unsubscribe from an email by clicking a link in their email client. This feature does not require RMM to be enabled in the account, and it can generate unsubscribe reasons related to RMM

### NEW QUESTION # 27

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, over time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- **B. Journey Builder**
- C. Automation Studio

**Answer: B**

Explanation:

Journey Builder is the appropriate tool for implementing single-audience drip campaigns and conducting iterative tests with random audience splits. It allows marketers to design and automate customer journeys, incorporating different messages and testing variations to optimize performance over time.

### NEW QUESTION # 28

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