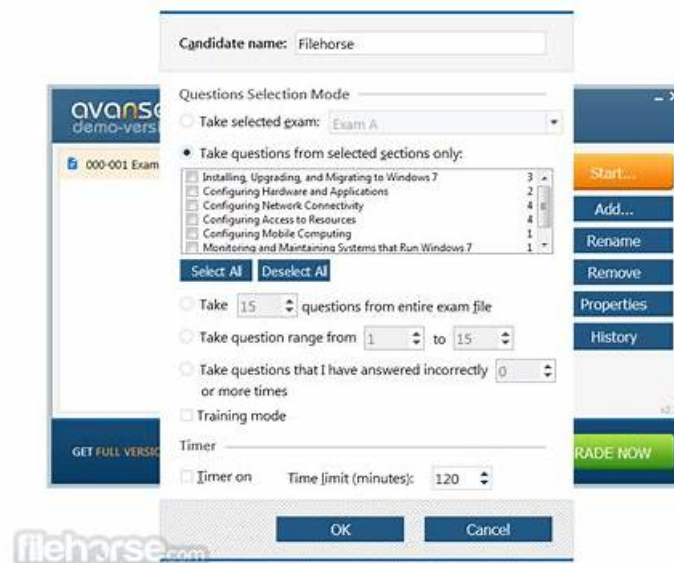


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q157-Q162):

NEW QUESTION # 157

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure the 'Optimize for Gmail' checkbox is selected.
- B. Ensure characters in the CSS tags are limited to 16kB.
- C. Ensure fallback content has been configured for Gmail.

Answer: C

Explanation:

Interactive Email Forms might not be fully supported in all email clients, including Gmail. To ensure a better user experience, the email developer should configure fallback content for Gmail. This ensures that if the interactive form cannot be displayed, an alternative static content is shown instead, maintaining the email's functionality and message.

References:

Salesforce Marketing Cloud Documentation: Interactive Email Forms

NEW QUESTION # 158

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. Brand Builder
- B. Sender Authentication Package
- C. Sender Profile

Answer: C

Explanation:

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

Salesforce Marketing Cloud Documentation: Sender Profiles

NEW QUESTION # 159

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Approval Workflow
- B. Content Builder Approvals
- C. Subscriber Preview

Answer: A

Explanation:

Reference: Salesforce Documentation - Approval Workflows

NEW QUESTION # 160

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

- A. Overwrite
- B. Append
- C. Add and Update

Answer: A

Explanation:

When importing a daily feed of active customers into a data extension, the "Overwrite" option should be used to ensure that the data extension only contains currently active customers. This import option replaces the entire data extension with the new data, removing any records that do not appear in the latest feed and ensuring that only the most current and relevant data is retained.

References:

Salesforce Marketing Cloud Documentation on Data Extension Import Types

NEW QUESTION # 161

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email. Which configuration ensure these subscribers do NOT receive these emails?

- A. Add an Auto-Suppression list to the default sender profile.
- **B. Configure Auto-Suppression list for the Commercial classification.**
- C. Add subscribers to the Account opt-out list.

Answer: B

Explanation:

Configuring an Auto-Suppression list for the Commercial classification ensures that a group of subscribers is automatically excluded from receiving promotional emails. This method provides a straightforward way to manage suppression across all relevant email sends, preventing promotional emails from being sent to these subscribers. Further details can be found in the Auto-Suppression Lists documentation.

NEW QUESTION # 162

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