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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q82-Q87):

NEW QUESTION # 82

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.
Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- A. Specify character encoding in import file.
- B. Configure Field-Level Encryption in import file.
- C. Manager Files in File Transfer.

Answer: C

Explanation:
To import an encrypted file and decrypt it into a data extension, you should use the 'Manage File' activity within the File Transfer functionality of Automation Studio. This activity allows you to handle file decryption during the import process, ensuring that the data is securely imported and decrypted for use in your data extension.
References: Salesforce Marketing Cloud Documentation on File Transfer

NEW QUESTION # 83
A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.
What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

- A. Use a Filter Activity in Automation Studio.
- B. Configure the Send Activity to automate the refresh.
- C. Activate Journey Builder to refresh the data extension.

Answer: A

Explanation:
Explanation
A Filter Activity is an Automation Studio activity that allows marketers to create a filtered data extension based on criteria applied to an existing data extension. A Filter Activity can be scheduled to run automatically on a recurring basis, which will refresh the filtered data extension with the latest data that matches the criteria

NEW QUESTION # 84
A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Data Filter
- B. Send Log
- C. Web Collect
- D. Subscriber Group

Answer: C

NEW QUESTION # 85
Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.
Which action follows best practices to increase subscribers?

- A. Collect emails at offline activities, including in stores.
- B. Send an SMS to NTO's entire customer database with a link to subscribe.
- C. Send an email to NTO's entire customer database asking for referrals.

Answer: A

Explanation:
Explanation
One of the best practices to increase email subscribers is to collect emails at offline activities, including in stores1. This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer incentives, such as discounts or freebies, to encourage customers to sign up for their email list. By collecting emails at offline activities, NTO can build a permission-based and relevant email list that can improve their deliverability and engagement rates.

Sending an SMS to NTO's entire customer database with a link to subscribe is not a good practice, as it may violate the consent and privacy laws of different countries2. Moreover, sending an SMS to customers who have not opted in for SMS communication may annoy them and damage NTO's reputation. NTO should only send SMS messages to customers who have explicitly agreed to receive them and provide them with an easy way to opt out.

Sending an email to NTO's entire customer database asking for referrals is also not a good practice, as it may result in spam complaints and unsubscribes3. Asking for referrals should be done in a targeted and personalized way, based on the customer's behavior and preferences. NTO should also provide incentives and clear instructions for customers who want to refer their friends and family to NTO's email list. References := 1: Optimizing Marketing Cloud: Best Practices for Managing Inactive Accounts - Salesforce 2: How You Can Keep Email Subscribers Engaged | Salesforce 3: Email Marketing Best Practices - Salesforce.com

NEW QUESTION # 86

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

Answer: A

NEW QUESTION # 87

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