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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q158-Q163):

NEW QUESTION # 158

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Leverage Social Studio to capture email addresses.
- C. Create CloudPages to collect and subscribe users.

Answer: C

Explanation:

Explanation

Create CloudPages to collect and subscribe users is the correct answer. CloudPages is a feature that allows you to create web pages and landing pages using Marketing Cloud tools and data. You can use CloudPages to collect information from users who visit your pages from social channels, such as Facebook or Twitter, and subscribe them to your email lists or data extensions. You can also use CloudPages to create preference centers, profile centers, or unsubscribe pages for your email subscribers. You can learn more about this in the [CloudPages Basics] module on Trailhead.

NEW QUESTION # 159

How is Primary Key used?

- A. Primary Key prevents data from being overwritten in a data extension
- B. Primary Key is used when defining a Send Relationship
- **C. Primary Key identifies a row or a field in a data extension as unique**
- D. Primary Key is the unique value to identify a subscriber

Answer: C

NEW QUESTION # 160

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Code Snippet
- B. Script Activity
- **C. Style Block**
- D. Free Form Code Block

Answer: C

NEW QUESTION # 161

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- **A. Subject and Preheader Validation**
- B. Content Detective
- C. Subscriber Preview and test Send

Answer: A

Explanation:

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

NEW QUESTION # 162

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. A/B/N testing as part of the workflow to conduct timing and creative tests.**
- B. Extracting data from an Audience data extension for analysis.
- **C. Updating or creating Salesforce CRM objects or records.**
- **D. Goal setting to have the system listen to see if users met the goal.**
- E. Criteria setting to segment contacts based on behavior using SQL.

Answer: A,C,D

NEW QUESTION # 163

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