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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q161-Q166):

NEW QUESTION # 161

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

- A. Multi-Step Journey
- B. User Initiated Send
- C. Automation Studio Email Activity

Answer: C

Explanation:

Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data extensions within the same activity. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 162

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 fallback content has been configured for Gmail.
- C. Ensure characters in the CSS tags are limited to 16kB.

Answer: B

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 # 163

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

Answer: A

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 Builder Entry Sources

NEW QUESTION # 164

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible. Which best practice should the email designer follow to meet accessibility standards?

- A. Use contrasting colors
- B. Minimize whitespace
- C. Build image-based emails.

Answer: A

Explanation:

To ensure that emails are accessible, the email designer should follow best practices such as using contrasting colors. High contrast between text and background colors helps people with visual impairments or color blindness to read the content more easily. This practice is a key aspect of meeting accessibility standards and making content accessible to a broader audience.

Reference: Salesforce Marketing Cloud Documentation on Email Accessibility Best Practices

NEW QUESTION # 165

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

Answer: C

Explanation:

Block bounces are a critical metric to analyze when assessing sender reputation. High block bounce rates indicate that emails are being rejected by ISPs due to issues such as poor list quality, spam complaints, or reputation problems. This metric can provide insight into the health of your sender reputation and whether the recent import of subscribers may have negatively impacted it. This approach is verified in Salesforce Marketing Cloud documentation on monitoring and maintaining sender reputation.

NEW QUESTION # 166

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