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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q44-Q49):

NEW QUESTION # 44

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- **A. Email Studio > Overview**
- B. Automation Studio > Activities
- C. Content Builder > Recent Sends

Answer: A

Explanation:

The Email Studio > Overview section in Salesforce Marketing Cloud provides key performance metrics and insights for recent email sends. This includes the delivery rate, open rate, click-through rate, and other vital statistics. For quickly finding the delivery rate of the most recent email, this is the appropriate location.

References: Salesforce Marketing Cloud Documentation on Email Studio Overview

NEW QUESTION # 45

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- **A. Goals**
- B. Decision Splits
- C. Exits

Answer: A

Explanation:

Reference: Salesforce Documentation - Journey Builder Goals

NEW QUESTION # 46

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- **A. A double opt-in at signup**
- B. Leverage a Smart Capture block
- C. Add CAPTCHA validation to the form

Answer: A

Explanation:

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION # 47

A marketing manager identified an upcoming email campaign for their team to test different subject lines.

They want to first test with a pilot group and then send the winning subject line out to the remaining customers.

Which path optimizer should be configured to handle these requirements?

- **A. Configure a holdback group to be targeted by the winner.**
- B. Select winning path three days after journey activation
- C. Place a Random Split before Path Optimizer for the pilot group.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Path Optimizer and Holdback Groups

NEW QUESTION # 48

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the

same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replicate the automation and schedule mem to execute server eight hours
- B. Implement an API to start automation with every file transfer.
- C. Replace the Schedule with File Drop and use a filename pattern

Answer: C

Explanation:

When the file delivery cadence changes to multiple times a day, it is efficient to replace the existing schedule-based automation with a File Drop automation. This setup triggers the automation whenever a file matching a specific filename pattern is dropped into the SFTP, thereby minimizing network usage and ensuring timely processing of the files as they are received.

Reference: Salesforce Marketing Cloud Documentation on File Drop Automations

NEW QUESTION # 49

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