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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q97-Q102):

### NEW QUESTION # 97

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

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

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

**Answer: C**

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 # 98

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Focus on action-driven subject lines.
- C. Create more focused segmented lists for messaging.

**Answer: C**

Explanation:

To reduce the number of unsubscribes and increase engagement, Northern Trail Outfitters should consider creating more focused and segmented lists for messaging. By segmenting their audience based on preferences, behavior, and demographics, they can send more relevant and personalized content. This targeted approach can improve engagement rates and reduce the likelihood of recipients feeling overwhelmed by frequent emails.

Reference: Salesforce Marketing Cloud Documentation

### NEW QUESTION # 99

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

- A. Wait Until Activity
- B. Engagement Split
- C. Einstein STO Activity

**Answer: C**

Explanation:

The Einstein Send Time Optimization (STO) Activity in Journey Builder allows marketers to send emails at the optimal time for each subscriber based on their past engagement behavior. This helps increase the engagement rate by ensuring emails are sent when subscribers are most likely to interact with them.

Reference: Salesforce Marketing Cloud Einstein Send Time Optimization

### NEW QUESTION # 100

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension.

What should a marketer do to ensure the Email Address field values are unique?

- A. Select 'Deduplicate by Email' checkbox.
- B. Mark the field as the Primary Key.
- C. Use Email Address as Subscriber Key.

**Answer: B**

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

Reference:

Salesforce Marketing Cloud Documentation: Data Extensions

### NEW QUESTION # 101

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Send to subscribers, asking for them to confirm opt-in.
- B. Create a new, friendly From Name for the updated program.
- C. Purge inactive subscribers to avoid high bounce rates.

**Answer: C**

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

### NEW QUESTION # 102

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