

Marketing-Cloud-Email-Specialist Actual Tests & Latest Marketing-Cloud-Email-Specialist Mock Exam

18 Salesforce Marketing Cloud Email Specialist Certification Practice Test Myths Explained

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q35-Q40):

NEW QUESTION # 35

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report is sent to the director each day?

- A. A Schedule report and email the link to download.
- B. Schedule report to export as a web page.
- C. Schedule report and email file to the director.

Answer: C

Explanation:

Scheduling report and emailing file to the director is the correct answer. This option allows you to create a report of sends across all business units using the Email Performance by Business Unit report type in Analytics Builder. You can then schedule the report to run daily and email the file (CSV or XLS) to the director or any other recipients. This way, you can ensure the report is sent to the director each day without manually running and exporting the report. Scheduling report and emailing the link to download is not a valid option, as this option only allows you to email a link to access the report online, not to download the file.

Scheduling report to export as a web page is not a valid option either, as this option only allows you to export the report as a web page, not to email it. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

NEW QUESTION # 36

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior.

Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

- A. Random Split
- B. Decision Split
- C. Engagement Split
- D. Filter Activity

Answer: B

NEW QUESTION # 37

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Path Optimizer
- B. Einstein Engagement Scoring
- C. Google Analytics Audience

Answer: B

Explanation:

Einstein Engagement Scoring is the correct answer. This tool allows you to use artificial intelligence to score your subscribers based on their engagement behavior, such as opens, clicks, conversions, etc. You can use Einstein Engagement Scoring to easily target your most loyal subscribers by filtering them based on their predicted engagement level or score. You can also use Einstein Engagement Scoring to segment your subscribers based on their predicted attrition risk or optimal send time. Google Analytics

Audience is not a valid option, as this tool only allows you to measure and analyze web traffic and behavior, not email engagement. Path Optimizer is not a valid option either, as this tool only allows you to test different paths or content variations in a journey based on different engagement metrics, not target loyal subscribers. You can learn more about this in the [Einstein for Marketing Cloud] module on Trailhead.

NEW QUESTION # 38

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

- A. Specialized content
- B. Audience segmentation
- C. In Einstein content
- D. In Personalization strings
- E. Dynamic content

Answer: C,D,E

NEW QUESTION # 39

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Guided Send
- B. User-Initiated Email
- C. Send Flow
- D. Send Activity

Answer: A

NEW QUESTION # 40

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