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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q149-Q154):

NEW QUESTION # 149

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience. Which tool should provide a list of subscribers who didn't receive the expected emails?

- A. Not Sent Tracking Extract
- B. 'Subscribers Not Sent To*' report
- C. _sent Dataview

Answer: A

Explanation:

The Not Sent Tracking Extract in Salesforce Marketing Cloud provides detailed information about subscribers who were part of the send audience but did not receive the email. This extract can be configured in Automation Studio to automatically generate and analyze the list of subscribers who did not get the expected emails. Reference:Salesforce Marketing Cloud Documentation on Tracking Extracts.

NEW QUESTION # 150

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 # 151

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

- A. Include Subscriber key and Email address field as primary key.
- B. Select the 'Use for triggered send' checkbox.
- C. Create from template and choose triggered Send Data Extension template.

Answer: B

Explanation:

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference:Salesforce Marketing Cloud Documentation - Triggered Sends

NEW QUESTION # 152

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. An approval process for sending
- B. A verification step in the send automation
- C. A nightly automation with a filter activity

Answer: C

Explanation:

To ensure fresh data for the sends, setting up a nightly automation that includes a filter activity is recommended. This automation can refresh the data extension by applying the necessary filters to pull the mostup-to-date information from the primary data extension. This process ensures that each team has access to the latest subscriber data for their segmented sends. Reference:Salesforce Marketing Cloud Documentation on Automation Studio.

NEW QUESTION # 153

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 meetaccessibility standards?

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

Answer: C

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: SalesforceMarketing Cloud Documentation on Email Accessibility Best Practices

NEW QUESTION # 154

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