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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q17-Q22):

### NEW QUESTION # 17

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

**Answer: A**

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 most up-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 # 18

The marketing team wants to test various paths within a journey based on parameters to assess the effectiveness of a new email campaign. Which tool should be used?

- A. Path Optimizer
- B. Einstein Engagement Activities
- C. A/B Testing

**Answer: A**

Explanation:

Path Optimizer in Journey Builder allows marketers to test different paths within a journey based on various parameters. This tool helps in assessing the effectiveness of different emails or other journey steps by comparing how different segments of the audience respond to each path.

Reference: Salesforce Marketing Cloud Documentation on Path Optimizer

### NEW QUESTION # 19

A marketer needs a quick count of records in a data extension with 'Djibouti' as the value for Country. What should they use to determine the number of matching records in the least number of steps?

- A. SQL Query
- B. Filtered data extension
- C. Data Filter

**Answer: C**

Explanation:

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

Reference: Salesforce Marketing Cloud Documentation on Data Filters

### NEW QUESTION # 20

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. Leverage a Smart Capture block
- B. Add CAPTCHA validation to the form
- 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 # 21

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. **Web Studio to capture Query parameters from social media link.**
- C. Use an interactive form from email Studio to collect this information

**Answer: B**

Explanation:

To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

Reference:

Salesforce Marketing Cloud Documentation: Web Studio

## NEW QUESTION # 22

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