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Dumps Test Questions [Q109-Q131]

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q49-Q54):

### NEW QUESTION # 49

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. Focus on action-driven subject lines.
- B. Create more focused segmented lists for messaging.

- C. Add complementary SMS campaigns.

**Answer: B**

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 # 50**

Northern Trail Outfitters wants information on the email performance of an abandoned cart journey.

Which Journey Builder resource provides data on all versions of a specific journey's cross-channel performance data?

- A. Journey History
- **B. Analytics Dashboard**
- C. Email Analytics Tile

**Answer: B**

Explanation:

To obtain information on the email performance of an abandoned cart journey, including data on all versions of a specific journey's cross-channel performance data, the Analytics Dashboard in Journey Builder should be used. The Analytics Dashboard provides comprehensive insights and detailed metrics about the performance of journeys, including engagement across different channels and versions.

References:

Salesforce Help: Journey Builder Analytics Dashboard

Salesforce Marketing Cloud: Journey Builder Reporting

#### **NEW QUESTION # 51**

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.

How should path optimizer be configured to handle these requirements?

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

**Answer: B**

Explanation:

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

#### **NEW QUESTION # 52**

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 nightly automation with a filter activity**
- C. A verification step in the send automation

**Answer: B**

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 # 53

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production emails are sent with the TACO prefix.

- A. In Send Classifications, delete TACO from the available classification options.
- B. In Send Management, add the word TACO to the Auto-Suppression Rules.
- C. In the Subject/Preheader Validation section of Email Studio, add the word TACO.

**Answer: C**

Explanation:

To ensure no production emails are sent with the TACO prefix in the subject line, Northern Trail Outfitters (NTO) should add the word TACO to the Subject/Preheader Validation section of Email Studio. This validation step allows marketers to configure checks that will flag or prevent emails with certain keywords or phrases in the subject line or preheader from being sent, thus preventing test indicators like "TACO" from appearing in live emails.

Reference:

Salesforce Marketing Cloud Documentation: Subject and Preheader Validation

### NEW QUESTION # 54

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