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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q145-Q150):

NEW QUESTION # 145
Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.
Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Responsive Aware
- B. Mobile Responsive
- C. Mobile Aware

Answer: B

Explanation:
For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

NEW QUESTION # 146
A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found."
Which two steps should resolve the issue? Choose 2 answers

- A. Change the file format from "comma separated value" to "tab delimited."
- B. Ensure the name of the file in the Import Activity matches the file name on the FTP.
- C. Use the Import Wizard to point to rename the file on the FTP.
- D. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.

Answer: B,D

NEW QUESTION # 147
Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.
What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Ensure preferred channel is available in subscriber data.
- C. Create one Entry Source for each messaging channel.

Answer: B

Explanation:
Ensuring preferred channel is available in subscriber data is the correct answer. This option allows you to use dynamic content or decision splits in Journey Builder to honor the opt-in communication method of your subscribers. For example, you can use an attribute or a data extension field that indicates whether a subscriber opted-in via email or SMS, and then use that information to send them a welcome message through their preferred channel. Sending both email and SMS to ensure subscribers get NTO's messages is not a good option, as it may annoy or spam your subscribers who only opted-in for one channel. Creating one entry source for each messaging channel is not necessary, as you can use one entry source that supports both channels, such as API event or CloudPages form submit. You can learn more about this in the [Journey Builder Basics] module on Trailhead.

NEW QUESTION # 148
A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

- A. Create an import using the Import Wizard in Automation Studio.
- B. Create an import using the Import Wizard in the Email Application.
- C. Create an Import Activity to use in a workflow in Automation Studio.
- D. Create an Import Activity and execute it manually.

Answer: C

NEW QUESTION # 149
What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. Import Activity
- B. API
- C. Import Wizard

- D. Query Activity

Answer: A,B,C

NEW QUESTION # 150
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