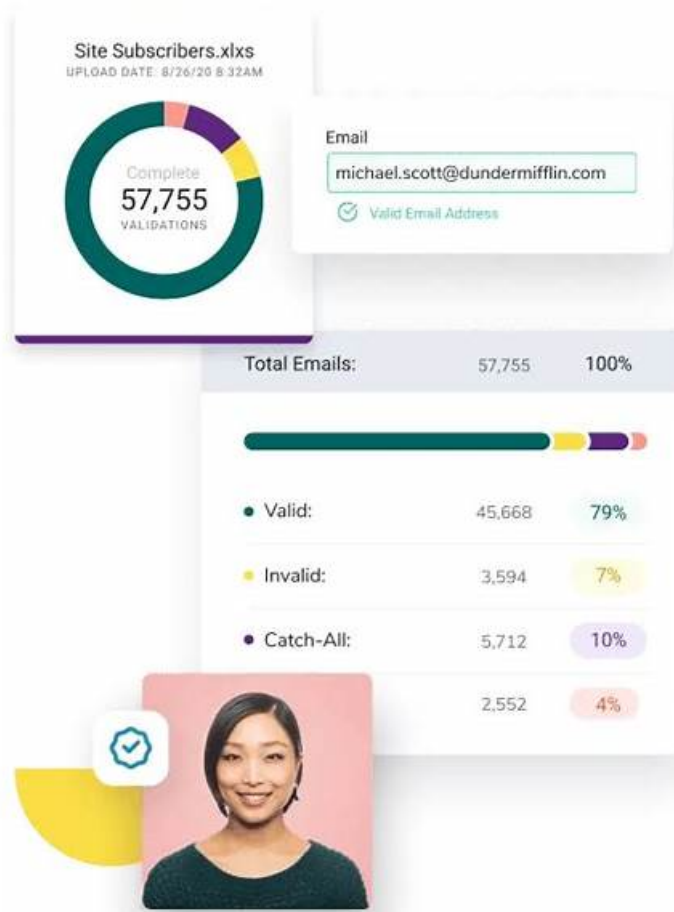


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q24-Q29):

NEW QUESTION # 24

Northern Trail Outfitter (NTO) is warming up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. Delivery Profile
- B. Sender Profile
- C. From Address Management

Answer: A

Explanation:

In Salesforce Marketing Cloud, a Delivery Profile is used to define the IP address and other delivery attributes for email sends. To update the IP configured for specific sends, you should update the Delivery Profile associated with those sends. This allows NTO to route their transactional sends through the new IP address.

NEW QUESTION # 25

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.

Which two best practices should NTO employ when sending email? Choose 2 answers

- A. Use subscriber data to dynamically populate email content.
- B. Send multiple emails a day to keep the brand top of mind.
- C. Send generic content to appeal to all audiences.
- D. Set cadence expectations up front with subscribers.

Answer: A,D

NEW QUESTION # 26

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split
- B. Scoring Split
- C. Frequency Split

Answer: A

Explanation:

Explanation

Engagement Split is the Journey Builder activity that NTO should use. Engagement Split is an activity that allows you to split contacts based on how they interacted with a previous email send, such as opened, clicked, or converted. You can use this activity to include specific content for your most engaged customers and different content for your least engaged customers. Frequency Split is an activity that allows you to split contacts based on how often they have received messages from your account. Scoring Split is an activity that allows you to split contacts based on their Einstein Engagement Score.

NEW QUESTION # 27

Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

- A. Shared Portfolio Items
- **B. Shared Publication Lists**
- C. Shared Emails
- D. Shared Data Extensions

Answer: B

NEW QUESTION # 28

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Content focused on winter sports items for holiday shopping
- B. Full-width lifestyle imagery featuring attractive people
- **C. Personalized imagery influenced by subscriber preferences**
- D. Images of products that the customer has previously purchased

Answer: C

NEW QUESTION # 29

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Lead1Pass's Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) exam questions contain Salesforce Marketing-Cloud-Email-Specialist real questions and answers that have been compiled and verified by Salesforce specialists in the field. This demonstrates that the real questions and answers in the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) material are legitimate for the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) practice exam. The Salesforce Marketing-Cloud-Email-Specialist practice questions are intended to help you easily and confidently clear the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist).

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