

# Complete Composite Test Marketing-Cloud-Email-Specialist Price & Leader in Qualification Exams & The Best Marketing-Cloud-Email-Specialist: Salesforce Certified Marketing Cloud Email Specialist



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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q141-Q146):

### NEW QUESTION # 141

Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data exists in that field for a subscriber when using a personalization string to display the First\_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

- A. Fill in the source data with "Valued Customer" for each blank First\_Name field
- B. Mark First\_Name as the Primary Key
- C. Make "Valued Customer" the Default Value for the First\_Name field
- D. Ensure the Nullable box is not checked for the First\_Name field

**Answer: C**

**NEW QUESTION # 142**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the data filter and build a new data extension with additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- **C. Copy the filtered data extension and add additional filter criteria.**

**Answer: C**

Explanation:

Copying the filtered data extension and adding additional filter criteria is the easiest way to further segment the audience for an upcoming send. Using the split option would not allow the marketer to add additional filter criteria, but only split the audience based on random, even, or engagement splits. Copying the data filter and building a new data extension with additional filter criteria would also work, but it would be more time-consuming and create more data extensions than necessary.

**NEW QUESTION # 143**

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subscriber Preview and test Send
- **B. Subject and Preheader Validation**
- C. Content Detective

**Answer: B**

**NEW QUESTION # 144**

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- **A. The entry sources data extension has a primary key and subscriber key.**
- B. The Update Contact Activity is used to make status updates.
- C. The Update Contact Activity is used to make status updates.

**Answer: A**

Explanation:

For monitoring customer status and making decisions within a journey in Salesforce Marketing Cloud, the entry source's data extension must have a primary key and a subscriber key. These keys ensure that the data is properly linked to the contact, allowing the journey to reference and update status data accurately as the contact flows through the journey.

Reference: Salesforce Marketing Cloud Documentation on Data Extensions and Keys

**NEW QUESTION # 145**

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. SQL Query Activity
- B. Data Filter
- **C. Filtered Group**
- **D. Filter Activity**

Answer: C,D

## NEW QUESTION # 146

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