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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q148-Q153):

NEW QUESTION # 148
A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.
What should be done to ensure the report a sent to the director each day?

- A. Schedule report to export as a web page.
- B. Schedule report and email file to the director.
- C. A Schedule report and email the link to download.

Answer: B

Explanation:
To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the file directly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.
Reference:

NEW QUESTION # 149

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.
Which text should be used for the call-to-action button to drive the most engagement?

- A. Download now
- B. Download out new mobile app here
- C. Out new mobile app

Answer: A

Explanation:
Thecall-to-action (CTA) button "Download now" is the most effective because it is clear, concise, and action- oriented. It provides an immediate, actionable command that can drive engagement effectively. Marketing best practices suggest that CTAs should be short, direct, and tell the user exactly what to do. References to such best practices can be found in Salesforce Marketing Cloud documentation and numerous marketing resources that discuss effective email marketing strategies.

NEW QUESTION # 150

An insurance company has launched a new campaign to targetIndividuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.
How should the marketer use low-code to create this segment?

- A. Write a query to create a filtered data extension.
- B. Create a data filter on the data extension.
- C. Filter the.csv file before import.

Answer: B

Explanation:
Creating a data filter on the data extension is a low-code solution that allows marketers to segment their audience based on specific criteria. In this case, themarketer can easily filter subscribers aged 64 to 65 who are opted into email. Data filters are part of Salesforce Marketing Cloud's standard tools for segmentation and are explained in detail in the platform's documentation on creating and managing data filters.

NEW QUESTION # 151

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. Create one Entry Source for each messaging channel.
- C. Ensure preferred channel is available in subscriber data.

Answer: B

Explanation:
To honor the opt-in communication method for subscribers in NTO's welcome series, it is recommended to create one Entry Source for each messaging channelin Journey Builder. This approach ensures that subscribers receive communications via their preferred channel, whether it be email or SMS. By configuring separate entry sources, the welcome series can deliver messages that align with the opt-in preferences of each subscriber, enhancing the personalization and effectiveness of the communication.
Reference:Salesforce Marketing Cloud Documentation - Journey BuilderEntry Sources

NEW QUESTION # 152

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 productionemails are sent with the TACO prefix.

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

Answer: A

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 # 153
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