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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q75-Q80):

NEW QUESTION # 75

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Ensure the Contact entry mode is No re-entry
- B. Use the Update Contact a:
- C. A Utilize exit criteria for the journey.

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Exit Criteria

NEW QUESTION # 76

A marketing manager has created a global template at the top level to control branding standards and make updates easy. The template needs to be used company-wide across all business units.

How should the manager configure the template once it's moved to the shared folder to ensure it remains on-brand?

- A. Select the View and Send permission option.
- B. Make a copy in each business unit to allow local edits.
- **C. Select the Edit Globally permission option.**

Answer: C

Explanation:

When a global template is moved to the shared folder and needs to be used across all business units while maintaining branding standards, selecting the "Edit Globally" permission option ensures that the template can be edited at the top level. This permission allows for updates to be made centrally, which are then propagated across all instances where the template is used, ensuring consistency and adherence to branding guidelines.

Reference:

Salesforce Marketing Cloud Documentation: Sharing Templates

NEW QUESTION # 77

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

Answer: C

Explanation:

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

NEW QUESTION # 78

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Authentication Package
- B. Brand Builder
- **C. Sender Profile**

Answer: C

Explanation:

To ensure customers can identify their specific line of business when receiving an email, Northern Trail Outfitters should configure the Sender Profile. The Sender Profile allows customization of the "From Name" and "From Email Address" for each email send, making it clear to recipients which line of business is sending the message.

References:

Salesforce Marketing Cloud Documentation: Sender Profiles

NEW QUESTION # 79

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. File Drop Automations
- **B. APIs**
- C. SQL Query activities

Answer: B

Explanation:

APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously, which is crucial for regulatory compliance. For more information, refer to the Salesforce Marketing Cloud API documentation.

NEW QUESTION # 80

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