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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q25-Q30):

NEW QUESTION # 25

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement.
NTO wants to identify business unit in each of its links.
Which personalization string should be appended as a parameter?

- A. ☐
- B. ☐
- C. ☐

Answer: B

NEW QUESTION # 26
Amarketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items.
The resulting data extension will be used as an entry source fora journey.
Which tool should help create this table?

- A. Audience Studio
- B. Automation Studio
- C. Data Designer

Answer: C

Explanation:
To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and relatedata within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.
References:
Salesforce Marketing Cloud Documentation on Data Designer

NEW QUESTION # 27
A marketer wants to use a filter to create a data extension that includes only records from yesterday.
Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh dally in properties.
- C. Schedule an automation to refresh the filter activity each day.

Answer: C

Explanation:
To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refreshthe filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.
References:
Salesforce Marketing Cloud Documentation on Filter Activity

NEW QUESTION # 28
Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send.
Which out-of-the-box report provides what NTO needs?

- A. Email 5ends by User
- B. Account Send Summary
- C. Email Performance Over Time

Answer: B

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Account Send Summary Report

NEW QUESTION # 29

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.
Which best practice should the email designer follow to meet accessibility standards?

- A. Build image-based emails.
- B. Use contrasting colors
- C. Minimize whitespace

Answer: B

Explanation:
To ensure that emails are accessible, the email designer should follow best practices such as using contrasting colors. High contrast between text and background colors helps people with visual impairments or color blindness to read the content more easily. This practice is a key aspect of meeting accessibility standards and making content accessible to a broader audience.
Reference: Salesforce Marketing Cloud Documentation on Email Accessibility Best Practices

NEW QUESTION # 30

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