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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q159-Q164):

NEW QUESTION # 159

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Messaging Insights
- B. Einstein Recommendations

- C. Einstein Copy Insights

Answer: C

Explanation:

Einstein Copy Insights is a tool within Salesforce Marketing Cloud that provides analysis and suggestions on the effectiveness of email copy, including subject lines. This tool analyzes the tone, length, and structure of subject lines to determine their impact on engagement metrics such as open rates and click-through rates. It uses AI to offer insights that can help marketers optimize their email content for better performance.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 160

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. The timing varies throughout the day.

What feature should be used to accommodate this setup?

- A. Scheduled Automation
- B. Wait Activity
- C. Triggered Automation

Answer: C

Explanation:

Triggered Automation in Salesforce Marketing Cloud is designed to accommodate the processing of data files that arrive at varying times throughout the day. This feature automatically starts the automation whenever a new file is detected, ensuring timely processing of the batch order information.

Reference: Salesforce Marketing Cloud Documentation on Triggered Automations

NEW QUESTION # 161

Northern Trail Outfitters' marketing department wants to review last year's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- A. Tracking Data extract
- B. SQL activity using data views
- C. Audit Trail extract

Answer: B

Explanation:

To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.

Reference: Salesforce Marketing Cloud Documentation on DataViews and SQL Activities

NEW QUESTION # 162

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Web Studio to capture Query parameters from social media link.
- B. Use Journey Builder to build an audience using Ad Studio.
- C. Use an interactive form from Email Studio to collect this information

Answer: A

Explanation:

To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from

social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

Reference:

Salesforce Marketing Cloud Documentation: Web Studio

NEW QUESTION # 163

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Request three Dedicated IPs to spread out the sending volume.
- **B. Implement an SAP with Private Domain and a Dedicated IP.**
- C. Request a Private Domain to leverage SPF and DKIM authentication.

Answer: B

Explanation:

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION # 164

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