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Salesforce Marketing-Cloud-Email-Specialist Exam consists of 60 multiple-choice questions, and you have 105 minutes to complete it. Marketing-Cloud-Email-Specialist exam covers a range of topics, including email content creation, subscriber data management, email automation, and email performance measurement. To pass the exam, you need to achieve a minimum score of 68%.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q142-Q147):

NEW QUESTION # 142
A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Tabs
- B. Sender Profile
- C. Campaigns

Answer: A

Explanation:
Tabs allow marketers to customize their Datorama dashboard by adding different widgets and filters. Tabs can also be shared with other users or groups for collaboration. [Source: Trailhead]

NEW QUESTION # 143
Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color.
Where should NTO be able to see if there has been a lift in the overall likelihood to click?

- A. Einstein Engagement Scoring
- B. Einstein Messaging Insights
- C. Einstein Engagement Frequency

Answer: A

Explanation:
Einstein Engagement Scoring provides insights into how changes, such as the color of a CTA button, impact the likelihood of subscribers engaging with emails. It uses predictive analytics to score and segment subscribers based on their engagement behaviors, allowing marketers to see the lift in engagement metrics like click-through rates.

NEW QUESTION # 144
Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.
Which update should be implemented to the automation to process the fries as they are received while minimizing network?

- A. Implement an API to start automation with every file transfer.
- B. Replace the Schedule with File Drop and use a filename pattern
- C. Replicate the automation and schedule mem to execute server eight hours

Answer: B

Explanation:
Explanation
To process the files as they are received while minimizing network, you should replace the schedule with file drop and use a filename pattern. This will allow you to trigger the automation whenever a file with a specific name pattern is dropped into the Marketing Cloud SFTP

NEW QUESTION # 145

Northern Trail Outfitters (NTO) released a clever promotional video that went viral.
Subsequently, the company acquired a large number of email leads at the last trade show.
NTO wants to send a welcome email with a coupon directing recipients to its website.
Which configuration should help with limiting a spike in volume to the website?

- A. Web Collect Sign-Up Form
- B. Sender Authentication Package
- C. Send Throttle

Answer: C

Explanation:
The configuration that should help with limiting a spike in volume to the website is Send Throttle1. Send Throttle allows you to specify the number of emails to send per hour, which can help you control the traffic to your website and avoid overwhelming your server or exceeding your bandwidth limit2. By using Send Throttle, you can also improve your email deliverability and avoid being flagged as spam by ISPs that monitor sudden spikes in email volume3.
Sender Authentication Package is not the correct answer, as it does not help with limiting a spike in volume to the website. Sender Authentication Package is a feature that helps you authenticate your email sender identity and domain, which can improve your email reputation and deliverability4. However, it does not affect the rate or timing of your email sends.
Web Collect Sign-Up Form is also not the correct answer, as it does not help with limiting a spike in volume to the website. Web Collect Sign-Up Form is a feature that helps you collect email subscribers from your website, which can increase your email list size and engagement. However, it does not affect the rate or timing of your email sends. References ≔ 1: Send Throttle - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email limitations in marketing cloud - Salesforce Developer Community 4:
Sender Authentication Package - Salesforce : Web Collect Code Samples - Salesforce

NEW QUESTION # 146

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.
Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Verification Activity
- B. Wait Activity
- C. Data Extract Activity

Answer: A

NEW QUESTION # 147

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