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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q115-Q120):

NEW QUESTION # 115

Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. Auto-Suppression Lists
- **B. List Detective**
- C. Bounce Mail Management

Answer: B

NEW QUESTION # 116

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance. Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Email and Journey Overview Dashboard
- B. JourneyPerformance by Email Dashboard
- C. Email Performance Dashboard

Answer: A

Explanation:

Reference:Salesforce Documentation - Datorama Reports for Marketing Cloud

NEW QUESTION # 117

Northern Trail Outfitters (NTO) has rolled outchanges 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 Frequency
- B. Einstein Messaging Insights
- C. Einstein Engagement Scoring

Answer: C

Explanation:

Einstein EngagementScoring 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 marketersto see the lift in engagement metrics like click-through rates.

Reference:Salesforce Marketing Cloud Documentation on Einstein Engagement Scoring

NEW QUESTION # 118

A marketer wants to store all the attributes fora triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send information?

- A. Include Subscriber key and Emailaddress field as primary key.
- B. Create from template and choose triggered Send Data Extension template.
- C. Select the 'Use for triggered send' checkbox.

Answer: C

Explanation:

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference:Salesforce Marketing Cloud Documentation - Triggered Sends

NEW QUESTION # 119

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. Attribute Group
- B. Data Filter
- C. SQL Query Activity

Answer: C

Explanation:

Reference:Salesforce Documentation - SQL Query Activity

NEW QUESTION # 120

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