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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q105-Q110):

NEW QUESTION # 105

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

Answer: A

Explanation:

Implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP ensures that Northern Trail Outfitters has full control over their sending reputation. Sharing IP addresses with other customers can affect sending reputation due to the actions of others on the same IP. A Dedicated IP helps isolate NTO's sending reputation, while a Private Domain ensures proper authentication with SPF and DKIM, both of which are essential for maintaining a good sending reputation.

References: Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION # 106

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that contains several recurring emails and decisioning points
- B. An automation that deletes old data extensions, emails, and reports
- C. An automation that Imports subscriber data regularly and updates key data extensions

Answer: C

Explanation:

As a good first step in adding automation to its email marketing, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This ensures that the data is always up-to-date and accurate, forming the foundation for all subsequent automated campaigns and decisioning processes.

References:

Salesforce Marketing Cloud Documentation on Automation Studio

NEW QUESTION # 107

Northern Trail Outfitters wants to utilize an Amazon S3 bucket to import data into Marketing Cloud Data Extensions. What should be used to achieve this?

- A. Import Wizard
- B. Ingest API
- C. Import Activity

Answer: C

Explanation:

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under Automation Studio and Import Activity setup.

NEW QUESTION # 108

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this information?

- A. Content Builder > Recent Sends
- B. Email Studio > Overview
- C. Automation Studio > Activities

Answer: B

Explanation:

The Email Studio > Overview section in Salesforce Marketing Cloud provides key performance metrics and insights for recent email sends. This includes the delivery rate, open rate, click-through rate, and other vital statistics. For quickly finding the delivery rate of the most recent email, this is the appropriate location.

References: Salesforce Marketing Cloud Documentation on Email Studio Overview

NEW QUESTION # 109

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

- A. Leverage Enhanced Dynamic Content.
- B. Leverage templates with AMP script.
- C. Leverage Multilingual Content Blocks.

Answer: C

Explanation:

Multilingual Content Blocks in Salesforce Marketing Cloud allow users to manage and send localized content efficiently. This feature supports creating content blocks in different languages and automatically selecting the appropriate block based on the subscriber's language preference. This method simplifies the process of sending localized content without needing extensive email developer resources. The use of Multilingual Content Blocks is well-documented in Salesforce Marketing Cloud's resources on creating and managing content.

NEW QUESTION # 110

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