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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q96-Q101):

NEW QUESTION # 96

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Fire Event
- B. Import File
- C. File Transfer

Answer: C

Explanation:

If the file is not showing up on the SFTP after a successful data extract, the missing activity is likely the File Transfer activity. This

activity is responsible for moving the extracted .csv file to the appropriate directory on the SFTP server. Without this step, the file will not be transferred to the SFTP location.

References:

Salesforce Marketing Cloud Documentation on File Transfer Activity

NEW QUESTION # 97

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Universal Unsubscribe
- B. Profile Center Unsubscribe
- C. List-Unsubscribe header

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on List-Unsubscribe Header and Unsubscribe Management

NEW QUESTION # 98

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Remove the bounced addresses before the next send.
- B. Nothing - bounce rates up to 30% are acceptable.
- C. Continue monitoring the bounce rate for changes.

Answer: A

Explanation:

To maintain a healthy sender reputation, it is essential to remove bounced addresses before the next send. High bounce rates can negatively impact deliverability and sender reputation. Cleaning up the email list by removing invalid or non-responsive email addresses ensures better deliverability and engagement rates.

Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 99

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action the team should take to make the edits?

- A. Unshare the email.
- B. Cancel send using email.
- C. Update email approval status.

Answer: A

Explanation:

To make edits to an email that has already been approved and shared with multiple business units, the first step is to unshare the email. This action allows the original team to make the necessary changes without affecting the shared content in other business units. Once the edits are made, the email can be re-approved and shared again.

References: Salesforce Marketing Cloud Documentation on Content Builder Approvals

NEW QUESTION # 100

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.

What should they use to determine the number of matching records in the least number of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

Answer: C

Explanation:

To quickly determine the number of records with 'Djibouti' as the value for the Country field, a Data Filter can be used. This tool allows marketers to create filters based on specific criteria and view the count of matching records in a few simple steps.

Reference:Salesforce Marketing Cloud Documentation on Data Filters

NEW QUESTION # 101

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