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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q122-Q127):

NEW QUESTION # 122

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Scoring Split
- B. Frequency Split

- C. Engagement Split

Answer: C

Explanation:

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

NEW QUESTION # 123

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. List Unsubscribe header
- C. Profile Center Unsubscribe

Answer: B

Explanation:

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account. Reference: Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION # 124

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

- A. Activate Journey Builder to refresh the data extension.
- B. Use a Filter Activity in Automation Studio.
- C. Configure the Send Activity to automate the refresh.

Answer: B

Explanation:

To automatically refresh a filtered data extension on a scheduled basis, a marketer should use a Filter Activity in Automation Studio. This activity allows you to apply a filter to a source data extension and save the filtered results to a target data extension. By scheduling this activity within an automation, you can ensure that the filtered data extension is refreshed automatically at the desired frequency, such as daily before sending an email.

Reference: Salesforce Marketing Cloud Documentation on Automation Studio and Filter Activities

NEW QUESTION # 125

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails. What should be configured to accomplish this request?

- A. Sender Profile
- B. Delivery Profile
- C. Send Classification

Answer: B

Explanation:

A Delivery Profile in Salesforce Marketing Cloud allows you to specify the IP address and subdomain used for sending emails. By configuring a Delivery Profile, NTO can assign a specific IP address and subdomain to ensure that all transactional emails are sent using the desired settings.

NEW QUESTION # 126

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Exits
- B. Decision Splits
- C. Goals

Answer: C

Explanation:

Reference: Salesforce Documentation - Journey Builder Goals

NEW QUESTION # 127

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