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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q155-Q160):

NEW QUESTION # 155
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. Use a Filter Activity in Automation Studio.

- B. Configure the Send Activity to automate the refresh.
- C. Activate Journey Builder to refresh the data extension.

Answer: A

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 # 156
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. Data Filter
- C. SQL Query

Answer: B

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 # 157
Northern Trail Outfitters (NTO) wants to manager subscriber preferences at the communication theme level.
NTO'S subscribers are stored in data extensions.
Which Marketing Cloud feature should be used to achieve this?

- A. Journey Builder Sends
- B. List Unsubscribes
- C. Publication Lists

Answer: C

Explanation:
Publication Lists in Salesforce Marketing Cloud are used to manage subscriber preferences at a thematic level. They allow subscribers to opt-in or opt-out of specific categories of communication without impacting their overall subscription status. This feature is particularly useful for managing preferences across different types of content or campaigns. The use of Publication Lists is documented in Salesforce Marketing Cloud's official documentation on managing subscriber preferences and publications.

NEW QUESTION # 158
A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.
Which tool method should the specialist use?

- A. Automation Studio Email Activity
- B. User Initiated Send
- C. Multi-Step Journey

Answer: A

Explanation:
Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly

newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data extensions within the same activity. Reference:Salesforce Marketing Cloud Documentation

NEW QUESTION # 159

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 that should be taken to make the edits?

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

Answer: B

Explanation:
In Salesforce Marketing Cloud, once an email is approved using Content Builder Approvals, any subsequent changes require the approval to be withdrawn first. This ensures that any modifications are tracked andre- approved if necessary. By withdrawing the email approval, you can make the necessary changes and then resubmit the email for approval. Reference:Salesforce Marketing Cloud Documentation on Content Builder Approvals.

NEW QUESTION # 160

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