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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q34-Q39):

NEW QUESTION # 34

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Create one Entry Source for each messaging channel.
- B. Send both email and SMS to ensure subscribers get NTO's messages.

- C. Ensure source channel is available in subscriber data.

Answer: A

Explanation:

To honor the opt-in communication method of subscribers in Journey Builder, Northern Trail Outfitters (NTO) should create one Entry Source for each messaging channel (email and SMS). This ensures that the journey can differentiate and respect the preferred communication method of each subscriber based on how they opted-in. Each entry source can then be used to trigger the appropriate welcome series content for the respective channel. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 35

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers. Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- B. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.
- C. Use a Guided Send to perform a test send to internal users using subscriber data.

Answer: B

Explanation:

Using the "Preview and Test" feature in Salesforce Marketing Cloud allows you to simulate how an email will appear to specific subscribers. By selecting a targeted subscriber, you can ensure the dynamic content and AMPscript are functioning correctly before sending the email to actual recipients. This method builds confidence in the dynamic email capabilities by allowing internal team members to see exactly what the end user will see. Reference: Salesforce Marketing Cloud Documentation on Preview and Test.

NEW QUESTION # 36

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them. What should be configured to ensure compliance with this request?

- A. DoNotTrack Attribute
- B. Consent Management
- C. Exclusion Script

Answer: A

Explanation:

The DoNotTrack attribute can be configured to ensure that no tracking information, such as clicks or opens, is recorded for a specific customer. This complies with customer requests to avoid tracking their interactions.

For comprehensive details, refer to the Consent Management documentation.

NEW QUESTION # 37

The marketing team wants to test various paths within a journey based on parameters to assess the effectiveness of a new email campaign. Which tool should be used?

- A. Path Optimizer
- B. Einstein Engagement Activities
- C. A/B Testing

Answer: A

Explanation:

Path Optimizer in Journey Builder allows marketers to test different paths within a journey based on various parameters. This tool helps in assessing the effectiveness of different emails or other journey steps by comparing how different segments of the audience respond to each path.

Reference: Salesforce Marketing Cloud Documentation on Path Optimizer

NEW QUESTION # 38

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional guardrails to prevent sending the email to more subscribers than intended. Which Activity should be configured in Automation Studio to help?

- A. Send Email
- **B. Verification**
- C. Wait

Answer: B

Explanation:

The Verification Activity in Automation Studio is used to set additional guardrails before an email send occurs. This activity helps ensure that the audience criteria meet certain conditions and prevents sending to more subscribers than intended. According to Salesforce Marketing Cloud documentation, the Verification Activity can check for audience count thresholds and prevent sending if the audience exceeds the specified limit.

Reference: Salesforce Marketing Cloud Verification Activity

NEW QUESTION # 39

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