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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q86-Q91):

NEW QUESTION # 86

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email. Which configuration ensure these subscribers do NOT receive these emails?

- A. Configure Auto-Suppression list for the Commercial classification.
- B. Add subscribers to the Account opt-out list.
- C. Add an Auto-Suppression list to the default sender profile.

Answer: A

Explanation:

Configuring an Auto-Suppression list for the Commercial classification ensures that a group of subscribers is automatically excluded from receiving promotional emails. This method provides a straightforward way to manage suppression across all relevant email sends, preventing promotional emails from being sent to these subscribers. Further details can be found in the Auto-Suppression Lists documentation.

NEW QUESTION # 87

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Use Journey Builder to build an audience using Ad Studio.
- C. Create CloudPages to collect and subscribe users,

Answer: C

Explanation:

CloudPages in SFMC are designed to create web pages and microsites that can capture and manage subscriber information. For marketers looking to collect consumer information from social channels, CloudPages provide forms that can capture email addresses and other relevant data, subscribing users to Marketing Cloud lists or data extensions for future mailings.

References: Salesforce Marketing Cloud Documentation on CloudPages

NEW QUESTION # 88

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Mobile Aware
- B. Responsive Aware
- C. Mobile Responsive

Answer: C

Explanation:

For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

Reference: Salesforce Marketing Cloud Documentation on Mobile Optimization and Responsive Design

NEW QUESTION # 89

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Use an interactive form from email Studio to collect this information

- C. Web Studio to capture Query parameters from social media link.

Answer: C

Explanation:

To collect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.

Reference:

Salesforce Marketing Cloud Documentation: Web Studio

NEW QUESTION # 90

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Sender Profile and AMP script Lookup
- B. Delivery Profile and AMP script Lookup
- C. Send Classification and Subscriber Attributes

Answer: A

Explanation:

To personalize the From Name in emails with the targeted customer's specific representative, Northern Trail Outfitters should use a Sender Profile in conjunction with AMPscript Lookup. A Sender Profile allows the configuration of dynamic sender information, and AMPscript Lookup can be used to retrieve the representative's information from a data extension. This combination enables the dynamic personalization of the From Name in emails.

References:

Salesforce Marketing Cloud Documentation on Sender Profiles

Salesforce Marketing Cloud Documentation on AMPscript Lookup

NEW QUESTION # 91

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