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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q152-Q157):

NEW QUESTION # 152

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Wait Until Activity
- C. Engagement Split

Answer: A

Explanation:

Explanation

Einstein STO (Send Time Optimization) Activity is the correct answer. This activity allows you to send an email at the best possible time for each subscriber based on their past engagement behavior. Einstein STO uses artificial intelligence to analyze when each subscriber is most likely to open an email and schedules the send accordingly. This can help increase the engagement rate of your email by reaching your subscribers when they are most receptive. Wait Until Activity is an activity that allows you to pause a journey until a specific date or time, or until a specific attribute value changes. Engagement Split is an activity that allows you to split a journey based on how subscribers interacted with a previous email, such as opening or clicking. You can learn more about these activities in the Journey Builder Activities module on Trailhead.

NEW QUESTION # 153

Which data model should be used to create a Group?

- A. Lists
- B. Data Filters
- C. Active Audiences
- D. Data Extensions

Answer: A

NEW QUESTION # 154

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

- A. Address Book Strategy - add address book tool to your emails.
- B. Identify the message as an advertisement
- C. Subject line recognition
- D. Add how the subscriber subscribed to your email
- E. Ensure all subscribers have given you permission

Answer: A,C,D,E

NEW QUESTION # 155

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this.

Which strategy should be used?

- A. Double Opt-In
- B. Single Opt-In
- C. List Detective
- D. Website Signups

Answer: A

NEW QUESTION # 156

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Approval Workflow
- B. Content Builder Approvals
- C. Subscriber Preview

Answer: A

Explanation:

Explanation

If you need to send emails to the creative team for proofing as part of an email campaign, you should use Approval Workflow as an automatic flow. This feature allows you to create approval rules and assign approvers for your emails before they are sent. You can also track the status of your approvals and receive notifications when they are completed or rejected. Subscriber Preview is a tool that allows you to preview how your email will look for different subscribers, but it does not send them an email. Content Builder Approvals is a feature that allows you to request feedback on your content from other users within Content Builder, but it does not send them an email either. You can learn more about this in the [Email Approval Process] module on Trailhead.

NEW QUESTION # 157

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