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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q157-Q162):

### NEW QUESTION # 157

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension. What should the marketer do to ensure the data extension appears as a RecipientTest Data Extension in the Test Send menu?

- A. Create the data extension as 'Is Testable'.
- B. Save the data extension in the Test Folder.
- C. Associate the data extension to the Campaign.

**Answer: A**

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

Salesforce Marketing Cloud Documentation: Testable Data Extensions

#### **NEW QUESTION # 158**

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Subscriber Preview
- **C. Content Detective**

**Answer: C**

Explanation:

Content Detective is a tool in Salesforce Marketing Cloud that helps identify words, phrases, and patterns in email content that may trigger spam filters. By running Content Detective before sending an email, the marketing team can get insights and suggestions on how to modify the content to avoid common spam triggers, improving email deliverability.

References: Salesforce Marketing Cloud Documentation on Content Detective

#### **NEW QUESTION # 159**

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send. Which best practice should they follow to uphold their sender reputation?

- **A. Remove the bounced addresses before the next send.**
- B. Continue monitoring the bounce rate for changes.
- C. Nothing - bounce rates up to 30% are acceptable.

**Answer: A**

Explanation:

To maintain a healthy sender reputation, it is essential to remove bounced addresses before the next send. High bounce rates can negatively impact deliverability and sender reputation. Cleaning up the email list by removing invalid or non-responsive email addresses ensures better deliverability and engagement rates.

Reference: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

#### **NEW QUESTION # 160**

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the data extension as Sendable.
- **B. Mark the field as the Primary Key.**
- C. Use Email Address as Subscriber Key.

**Answer: B**

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the field as the Primary Key. By setting the Email Address field as the Primary Key, Salesforce Marketing Cloud enforces uniqueness for this field within the data extension, preventing duplicate email addresses from being entered.

References:

### NEW QUESTION # 161

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Data Extensions folder with sharing enabled
- **B. In the Shared Data Extensions folder**
- C. In the Synchronized Data Extensions folder

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

### NEW QUESTION # 162

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