

Marketing-Cloud-Email-Specialist Advanced Testing Engine, Marketing-Cloud-Email-Specialist Frequent Updates



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q58-Q63):

NEW QUESTION # 58

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

- A. Summary tab
- B. Send Performance tab

- C. Job Links tab within Tracking
- D. Overview tab within Tracking

Answer: A

NEW QUESTION # 59

What is a personalization string?

- A. An automated way of scraping a website for content to populate inside of an email
- B. A content area that will display based on a subscriber attribute
- C. The snippet of text at the top of the email that is visible before an email has been opened
- **D. A snippet of text that inserts subscriber attributes into an email**

Answer: D

NEW QUESTION # 60

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes. What Approval Workflow should be used for this requirement?

- A. Two-Step Workflow
- **B. Multi-Team Workflow**
- C. Standard Workflow
- D. Custom Workflow

Answer: B

NEW QUESTION # 61

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. Ensure preferred channel is available in subscriber data.
- **B. Create one Entry Source for each messaging channel.**
- C. Send both email and SMS to ensure subscribers get NTO's messages.

Answer: B

Explanation:

To honor the opt-in communication method for subscribers in NTO's welcome series, it is recommended to create one Entry Source for each messaging channel in Journey Builder. This approach ensures that subscribers receive communications via their preferred channel, whether it be email or SMS. By configuring separate entry sources, the welcome series can deliver messages that align with the opt-in preferences of each subscriber, enhancing the personalization and effectiveness of the communication.

NEW QUESTION # 62

NTO uses HTML emails that have headers and footers coded into it. What tool can marketer use to control default headers and footers on email sent.

- A. An script lookups
- **B. Delivery profiles**
- C. sender's profile
- D. dynamic content

Answer: B

NEW QUESTION # 63

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