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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q83-Q88):

NEW QUESTION # 83

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production emails are sent with the TACO prefix.

- A. In Send Classifications, delete TACO from the available classification options.
- B. In Send Management, add the word TACO to the Auto-Suppression Rules.
- **C. In the Subject/Preheader Validation section of Email Studio, add the word TACO.**

**Answer: C**

Explanation:

To ensure no production emails are sent with the TACO prefix in the subject line, Northern Trail Outfitters (NTO) should add the word TACO to the Subject/Preheader Validation section of Email Studio. This validation step allows marketers to configure checks that will flag or prevent emails with certain keywords or phrases in the subject line or preheader from being sent, thus preventing test indicators like "TACO" from appearing in live emails.

Reference:

Salesforce Marketing Cloud Documentation: Subject and Preheader Validation

#### **NEW QUESTION # 84**

An insurance company has launched a new campaign to target individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

- A. Filter the .csv file before import.
- **B. Create a data filter on the data extension.**
- C. Write a query to create a filtered data extension.

**Answer: B**

Explanation:

Creating a data filter on the data extension is a low-code solution that allows marketers to segment their audience based on specific criteria. In this case, the marketer can easily filter subscribers aged 64 to 65 who are opted into email. Data filters are part of Salesforce Marketing Cloud's standard tools for segmentation and are explained in detail in the platform's documentation on creating and managing data filters.

#### **NEW QUESTION # 85**

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview & Test Content Personalization options should be used?

- **A. Based on Subscriber Preview List or Data Extension**
- B. Based on Preview
- C. Based on Recipient test Data Extension

**Answer: A**

Explanation:

To send emails to all 20 members of the creative team for proofing as part of an email campaign, the marketer should use the "Based on Subscriber Preview List or Data Extension" option in Preview & Test Content Personalization. This allows the marketer to create a specific list or data extension containing the email addresses of the creative team members, ensuring that each team member receives the test email for review.

Reference: Salesforce Marketing Cloud Documentation on Preview & Test Content Personalization

#### **NEW QUESTION # 86**

Northern Trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Configure Eastern Content Tagging to automatically tag stock art.
- **B. Import a metadata tag index for the stock art so the images are searchable**

- C. Select categories and content type from the import dropdown when importing images.

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

#### **NEW QUESTION # 87**

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- **A. Delivery Profile**
- B. Sender Profile
- C. From Address Management

**Answer: A**

Explanation:

In Salesforce Marketing Cloud, a Delivery Profile is used to define the IP address and other delivery attributes for email sends. To update the IP configured for specific sends, you should update the Delivery Profile associated with those sends. This allows NTO to route their transactional sends through the new IP address.

Reference: Salesforce Marketing Cloud Documentation on Delivery Profiles

#### **NEW QUESTION # 88**

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