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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q141-Q146):

### NEW QUESTION # 141

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance. Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. JourneyPerformance by Email Dashboard
- B. **Email and Journey Overview Dashboard**
- C. Email Performance Dashboard

**Answer: B**

Explanation:

Reference: Salesforce Documentation - Datorama Reports for Marketing Cloud

### NEW QUESTION # 142

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Create more focused segmented lists for messaging.
- B. Add complementary SMS campaigns.
- C. Focus on action-driven subject lines.

**Answer: A**

Explanation:

To reduce the number of unsubscribes and increase engagement, Northern Trail Outfitters should consider creating more focused and segmented lists for messaging. By segmenting their audience based on preferences, behavior, and demographics, they can send more relevant and personalized content. This targeted approach can improve engagement rates and reduce the likelihood of recipients feeling overwhelmed by frequent emails.

Reference: Salesforce Marketing Cloud Documentation

#### **NEW QUESTION # 143**

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. Use Email Address as Subscriber Key.
- B. **Mark the field as the Primary Key.**
- C. Select 'Deduplicate by Email' checkbox.

**Answer: B**

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

Reference:

Salesforce Marketing Cloud Documentation: Data Extensions

#### **NEW QUESTION # 144**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the data filter and build a new data extension with additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- C. **Copy the filtered data extension and add additional filter criteria.**

**Answer: C**

Explanation:

To target a portion of the population within a filtered data extension, the marketer should copy the filtered data extension and then apply additional filter criteria. This approach allows for the creation of a more specific subset of the original audience, ensuring that the upcoming send reaches the desired segment without altering the primary filtered data extension. Reference: Salesforce Marketing Cloud Documentation on Data Extensions and Filtering.

#### **NEW QUESTION # 145**

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Use Delayed Delivery

- B. Segment email sends by domain.
- C. **Configure Send Throttling**.

**Answer: C**

Explanation:

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the [Send Throttling](#) documentation.

## NEW QUESTION # 146

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