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way to showcase your expertise in email marketing and enhance your professional profile.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q126-Q131):

NEW QUESTION # 126
Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.
Which no-code features should be implemented to accomplish this?

- A. Automation studio and Query Activity
- B. Salesforce CDP and Einstein Engagement Scoring
- C. Journey Builder and Engagement Split

Answer: C

Explanation:
Journey Builder and Engagement Split are no-code features that can be used to accomplish this scenario.
Journey Builder is a tool that allows marketers to create personalized customer journeys across channels and devices. An Engagement Split is a type of decision split that evaluates how a subscriber interacted with an email, such as opening or clicking. Based on the outcome, the subscriber can be routed to different paths in the journey.

NEW QUESTION # 127
NTO using three different email as a part of seasonal campaign and would like to compare the open entry through rates across the emails. Which feature will enable this?

- A. email send report
- B. compare emails send on the tracking page
- C. include measures within the filter
- D. email comparison report.

Answer: A

NEW QUESTION # 128
Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers.
NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.
Which Activity should be configured in Automation Studio to help?

- A. Wait
- B. Verification
- C. Send Email

Answer: B

Explanation:
Explanation
Verification is the correct answer. A verification activity is an activity that allows you to set criteria for an automation to run successfully or fail based on data counts or validation errors. For example, you can use a verification activity to check if the number of records in a data extension is within a certain range before sending an email. This can help prevent sending emails to more subscribers than intended or to an empty data extension. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION # 129
What are some things a marketer should consider in order to help ensure that their email marketing message is effective? (Choose 4)

- A. Automate your post-message
- B. Link the GIF to a video

- C. Animated Gifs
- D. Use styled alt tag and background color
- E. Be aware of size of e-mail, be brief.
- F. Honor opt-requests promptly

Answer: A,B,C,D,E

NEW QUESTION # 130
A marketing manager has created a global template at the top level to control branding standards and make updates easy. The template needs to be used company-wide across all business units.
How should the manager configure the template once it's moved to the shared folder to ensure it remains on-brand?

- A. Make a copy in each business unit to allow local edits.
- B. Select the View and Send permission option.
- C. Select the Edit Globally permission option.

Answer: B

Explanation:
The manager should configure the template once it's moved to the shared folder to select the View and Send permission option1. This option allows the manager to grant access to the template to other business units, but prevent them from making any changes to the template content or layout1. This way, the manager can ensure that the template remains consistent and on-brand across all business units.
Selecting the Edit Globally permission option is not the correct answer, as it does not ensure that the template remains on-brand. This option allows the manager to grant access to the template to other business units, but also allow them to make changes to the template content or layout1. This way, the manager may lose control over the template and risk having different versions of the template across different business units.
Making a copy in each business unit to allow local edits is also not the correct answer, as it does not ensure that the template remains on-brand. This option allows the manager to create separate copies of the template for each business unit, but also allow them to make changes to their own copy of the template2. This way, the manager may have difficulty managing and updating multiple copies of the template across different business units. References ≔ 1: Share Content Across Business Units - Salesforce 2: Content Builder Best Practices - Salesforce

NEW QUESTION # 131
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