

Marketing-Cloud-Email-Specialist Latest Test Online - Your Sharpest Sword to Pass Salesforce Certified Marketing Cloud Email Specialist



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q156-Q161):

NEW QUESTION # 156

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- A. Data Extract
- B. Import File
- C. SQL Query
- D. Filter

Answer: C

NEW QUESTION # 157

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Einstein Engagement Frequency
- B. Sender Authentication Package
- C. Send Throttling

Answer: C

Explanation:

Send Throttling is a feature that helps manage large sends by controlling the rate at which emails are sent. By throttling the send, Northern Trail Outfitters can spread the email delivery over a period of time, which helps in managing deliverability and avoiding overwhelming the ISPs. This practice helps maintain a healthy sender reputation and ensures better deliverability metrics. Reference: Salesforce Marketing Cloud Documentation on Send Throttling.

NEW QUESTION # 158

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Recommendations
- B. Einstein Messaging Insights
- C. Einstein Copy Insights

Answer: A

NEW QUESTION # 159

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: A

NEW QUESTION # 160

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. SQL Query Activity
- B. Attribute Group
- C. Data Filter

Answer: B

Explanation:

If you need to personalize an email with dynamic content using data from different sources, such as Open Data View and Purchase Data Extension, you should use Attribute Group as a way to source the data.

Attribute Groups allow you to create relationships between different data sources using common fields or keys. This way, you can access data from multiple sources using one attribute group name in your dynamic content rules or AMPscript code. SQL Query Activity is a tool that allows you to manipulate data using SQL statements, but it does not create relationships between data sources. Data Filter is a tool that allows you to filter data based on criteria, but it does not create relationships between data sources either. You can learn more about this in the [Data Modeling Basics] module on Trailhead.

NEW QUESTION # 161

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