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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q95-Q100):

NEW QUESTION # 95

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions. What should be used to achieve this?

- A. Import Activity
- B. Ingest API
- C. Import Wizard

Answer: A

Explanation:

Import Activity in Salesforce Marketing Cloud allows users to automate the process of importing data from an external source like an Amazon S3 bucket into Data Extensions. The Import Activity can be set up in Automation Studio, where you can define the source, destination, and schedule for the data import. This method is verified in Salesforce Marketing Cloud documentation under

Automation Studio and Import Activity setup.

NEW QUESTION # 96

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. SQL Query activities
- **B. APIs**
- C. File Drop Automations

Answer: B

Explanation:

APIs provide real-time interaction with the Salesforce Marketing Cloud platform, enabling immediate updates for important subscriber information such as unsubscribes. By using APIs, Northern Trail Outfitters can ensure that subscriber data is reflected instantaneously, which is crucial for regulatory compliance. For more information, refer to the Salesforce Marketing Cloud API documentation.

NEW QUESTION # 97

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- **C. Scale back sending for specific ISPs until the issue subsides.**

Answer: C

Explanation:

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference:

Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

NEW QUESTION # 98

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal' email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- **C. Einstein Messaging Insight**

Answer: C

Explanation:

Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.

This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.

Reference: Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

NEW QUESTION # 99

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

Answer: A

Explanation:

Journey Builder and EngagementSplit in Salesforce Marketing Cloud allow marketers to create sophisticated, no-code workflows that react to subscriber engagement. Engagement Split is a feature within Journey Builder that enables path branching based on actions taken by the subscriber, such as opens, clicks, or other interactions. This approach aligns with Salesforce Marketing Cloud's emphasis on personalized customer journeys and is well-supported by their documentation on Journey Builder and Engagement Splits.

NEW QUESTION # 100

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