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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q124-Q129):

NEW QUESTION # 124

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers. Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request a Private Domain to leverage SPF and DKIM authentication.
- C. Request three Dedicated IPs to spread out the sending volume.

Answer: A

Explanation:

Implementing an SAP with Private Domain and a Dedicated IP is the best action to ensure NTO's sending reputation remains intact, as it allows NTO to have full control over its sender authentication and IP reputation. A private domain enables SPF and DKIM authentication, which helps to verify the sender's identity and prevent spoofing. A dedicated IP isolates NTO's sending volume and reputation from other customers, which reduces the risk of being affected by their sending practices. Requesting three dedicated IPs or a private domain alone would not provide the same level of protection as an SAP.

NEW QUESTION # 125

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use a Decision Split activity on the journey canvas.
- B. Use Filter Contacts criteria in the journey entry source.
- C. Use Automation Studio to query a population into a data extension

Answer: C

NEW QUESTION # 126

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? Choose 3 answers

- A. Extracting data from an Audience data extension for analysis.
- B. Goal setting to have the system listen to see if users met the goal.
- C. Updating or creating Salesforce CRM objects or records.
- D. Criteria setting to segment contacts based on behavior using SQL.
- E. A/B/N testing as part of the workflow to conduct timing and creative tests.

Answer: B,D,E

NEW QUESTION # 127

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards JourneyBuilder due to the available activities. Which three Canvas Activities are available in Journey Builder?

Choose 3

answers

- A. Query Activity
- B. Wait Until
- C. Send SMS
- D. Decision Split
- E. Post to Facebook

Answer: B,C,D

NEW QUESTION # 128

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile. Which action should they take to execute the campaign?

- A. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

- B. Use Automation Studio Filtering, Messaging, and wait activities.
- C. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.

Answer: C

NEW QUESTION # 129

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