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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q107-Q112):

### NEW QUESTION # 107

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-

office messages and unsubscribe messages to find customer responses to the email.  
Which feature should help the team?

- **A. Reply Mail Management**
- B. Parameter Management
- C. Publication Lists

**Answer: A**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Reply Mail Management

#### **NEW QUESTION # 108**

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design.  
Which best practice should NTO employ?

- A. Reduce line spacing to fit more content on the screen and reduce scrolling.
- B. Remove role="presentation" from layout tables to support assistive technologies.
- **C. Increase the font size (over 16pt) to make the content easier to read.**

**Answer: C**

Explanation:

To improve email accessibility, increasing the font size to over 16pt is a best practice as it makes the content easier to read, especially for people with visual impairments. Larger font sizes enhance readability and ensure that the email content is accessible to a broader audience. This practice aligns with accessibility guidelines and helps create a more inclusive email design.

References:

Salesforce Marketing Cloud Documentation: Email Accessibility Best Practices

#### **NEW QUESTION # 109**

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

**Answer: B**

Explanation:

Reference: Salesforce Documentation - Datorama Reports for Marketing Cloud

#### **NEW QUESTION # 110**

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.  
Which automation activity and configuration setting should be used for import to a data extension?

- A. Configure Field-Level Encryption in import file.
- **B. Manage Files in File Transfer.**
- C. Specify character encoding in import file.

**Answer: B**

Explanation:

When importing an encrypted file, the first step is to decrypt the file using the File Transfer activity in Salesforce Marketing Cloud. The Manage Files option within File Transfer allows you to configure and automate the decryption process before importing the data into a data extension.

References:

Salesforce Marketing Cloud Documentation: File Transfer Activity

### NEW QUESTION # 111

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.  
Which feature should NTO use?

- A. Enhanced Dynamic Content
- **B. Einstein Content Selection**
- C. Einstein Coy Insights

**Answer: B**

Explanation:

Einstein Content Selection uses AI to automatically select and deliver the most relevant content to each subscriber, increasing engagement and click rates. For Northern Trail Outfitters, this feature can help personalize holiday promotional emails based on individual subscriber engagement. More information can be found in the Einstein Content Selection documentation.

### NEW QUESTION # 112

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