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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q142-Q147):

NEW QUESTION # 142

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The customer has not opted in again with the new address.
- B. **The email address has not been updated in All Subscribers.**
- C. The new email address is from an unsupported domain.

Answer: B

Explanation:

Explanation

The email address has not been updated in All Subscribers is the correct answer. All Subscribers is the master list of subscribers in Marketing Cloud, and it stores the email address, subscriber key, and status for each subscriber. If a subscriber changes their email address, it needs to be updated in All Subscribers as well as in any other data extensions or lists that store the subscriber information. Otherwise, Marketing Cloud will still send emails to the old address stored in All Subscribers. You can learn more about this in the Manage Subscribers module on Trailhead.

NEW QUESTION # 143

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level.

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

- A. List Unsubscribes
- B. Journey Builder Sends
- C. Publication Lists

Answer: C

Explanation:

Publication lists are used to manage subscriber preferences at the communication theme level. They allow subscribers to opt in or out of different types of messages, such as newsletters, promotions, or events. List unsubscribes and journey builder sends are not related to communication themes.

NEW QUESTION # 144

A marketer wants to create a responsive email that will render correctly across all email clients.

What tool could they use?

- A. Server Side JavaScript
- B. AMPscript with grid-based layout
- C. GTL with tables
- D. CSS3 media queries

Answer: A

NEW QUESTION # 145

What statement accurately dictate the configuration of the orders data extension

- A. all field in the data extension are nullable
- B. order no will be used as the primary key
- C. the order no field will be a number data type field
- D. customer id will be used a primary key

Answer: B

NEW QUESTION # 146

Northern Trail Outfitters wants to increase emailsubscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

- A. Purchase subscriber lists from a reputable data company
- B. Ask customers to text their email address to a short code to opt-in
- C. Askcustomers to opt-in at time of purchase online by creating an account
- D. Email all unsubscribed customers asking for them to opt into email again
- E. Create a Facebook lead capturing form to gain opt-ins

Answer: A,B,E

NEW QUESTION # 147

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