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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q36-Q41):

NEW QUESTION # 36

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Data Extensions folder with sharing enabled
- **B. In the Shared Data Extensions folder**
- C. In the Synchronized Data Extensions folder

Answer: B

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Shared Data Extensions and Data Sharing

NEW QUESTION # 37

Northern Trail Outfitters (NTO) is going through IP address warming and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- **A. Email Performance by Domain**
- B. Email Sends by User
- C. Recent Email Send Summary

Answer: A

Explanation:

To understand the metrics of email sends on a data level, particularly during IP address warming, the "Email Performance by Domain" report should be used. This report provides detailed insights into how emails are performing across different domains, which is crucial for identifying and addressing deliverability issues during the IP warming process.

References:

Salesforce Help: Email Performance by Domain Report

Salesforce Marketing Cloud: Understanding Email Deliverability

NEW QUESTION # 38

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- **A. Create more focused segmented lists for messaging.**
- B. Focus on action-driven subject lines.
- C. Add complementary SMS campaigns.

Answer: A

Explanation:

To reduce the number of unsubscribes and increase engagement, Northern Trail Outfitters should consider creating more focused and segmented lists for messaging. By segmenting their audience based on preferences, behavior, and demographics, they can send more relevant and personalized content. This targeted approach can improve engagement rates and reduce the likelihood of recipients feeling overwhelmed by frequent emails.

Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 39

Northern Trail Outfitter (NTO) is warming up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. From Address Management
- B. Sender Profile
- **C. Delivery Profile**

Answer: C

Explanation:

In Salesforce Marketing Cloud, a Delivery Profile is used to define the IP address and other delivery attributes for email sends. To update the IP configured for specific sends, you should update the Delivery Profile associated with those sends. This allows NTO to route their transactional sends through the new IP address.

Reference: Salesforce Marketing Cloud Documentation on Delivery Profiles

NEW QUESTION # 40

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

- **A. Einstein Engagement Frequency**
- B. Einstein Messaging Insight
- C. Einstein Engagement Scoring

Answer: A

Explanation:

To target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them, Northern Trail Outfitters should use Einstein Engagement Frequency. This feature uses AI to analyze and predict the optimal number of emails each subscriber should receive to maximize engagement without causing fatigue. It helps marketers balance their sending frequency to maintain high engagement levels.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Frequency

NEW QUESTION # 41

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