

Marketing-Cloud-Email-Specialist Positive Feedback - Marketing-Cloud-Email-Specialist Reliable Exam Sample



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q105-Q110):

NEW QUESTION # 105

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

Answer: C

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 # 106

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

Answer: C

Explanation:

The correct answer is B because creating more focused segmented lists for messaging can help reduce the number of unsubscribes and increase engagement by sending more relevant and personalized content to each segment. Adding complementary SMS campaigns may not be effective if the subscribers are not interested in receiving more messages from NTO. Focusing on action-driven subject lines may help improve open rates, but not necessarily engagement or retention.

NEW QUESTION # 107

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Automation Notification Settings
- B. Import Activity Notification Settings
- C. Configured Alert Manger Settings

Answer: B

NEW QUESTION # 108

What are the 4 steps to create dynamic content?

- A. Test Send
- B. Plan
- C. Build Rules
- D. Execute
- E. Create
- F. Preview

Answer: B,C,E,F

NEW QUESTION # 109

orthern trail outfitters (NTO) is currently sending out a single welcome email when a subscriber join its myNTO rewards program. NTO wants to test whether one,two,three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- A. journey builder using random split with three branches.

- B. automation studio with three sep
- C. series of a/b test determine the number of emails.
- D. journey builder using a decision split with three branches.

Answer: A

NEW QUESTION # 110

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