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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q111-Q116):

NEW QUESTION # 111
A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.
Which Preview $ Test Content Personalization optionshould be used?

- A. Based on Subscriber Preview List or Data Extension
- B. Based on Recipient test Data Extension
- C. Based on Preview

Answer: A

Explanation:
To send emails to all 20 members of the creative team for proofing as part of an email campaign, the marketer should use the "Based on Subscriber Preview List or Data Extension" option in Preview & Test Content Personalization. This allows the marketer to create a specific list or data extension containing the email addresses of the creative team members, ensuring that each team member receives the test email for review.
Reference: Salesforce Marketing Cloud Documentation on Preview & Test Content Personalization

NEW QUESTION # 112
Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers.
Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Click rate
- B. Send volume
- C. Block bounces

Answer: C

Explanation:
Block bounces are a critical metric to analyze when assessing sender reputation. High block bounce rates indicate that emails are being rejected by ISPs due to issues such as poor list quality, spam complaints, or reputation problems. This metric can provide insight into the health of your sender reputation and whether the recent importof subscribers may have negatively impacted it. This approach is verified in Salesforce Marketing Cloud documentation on monitoring and maintaining sender reputation.

NEW QUESTION # 113
Northern trail Outfitters' marketing department wants to review lastyear's holiday engagement to this year's engagement.
What should they use to access the historical engagement data?

- A. Tracking Data extract
- B. Audit Trail extract
- C. SQL activity using data views

Answer: C

Explanation:
To review last year's holiday engagement compared to this year's engagement, Northern Trail Outfitters' marketing department should use an SQL activity using data views. Data views in Salesforce Marketing Cloud provide access to detailed tracking information and historical engagement data. By writing SQL queries, the marketing department can extract, compare, and analyze the engagement data from different time periods, enabling them to understand trends and performance.
Reference: Salesforce Marketing Cloud Documentation on DataViews and SQL Activities

NEW QUESTION # 114
Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com".
Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. Bounce Mail Management
- B. Auto-Suppression Lists
- C. List Detective

Answer: C

Explanation:
List Detective is a feature in Salesforce Marketing Cloud that scans email addresses for potential issues such as typos, invalid domains, and addresses that are known to cause bounces or spam complaints. In this case, List Detective would have identified the typo in "gmaii.com" and prevented those emails from being sent to avoid deliverability issues.
References:Salesforce Marketing Cloud Documentation on List Detective

NEW QUESTION # 115
Northern trail Outfitters recently purchasedstock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.
Which solution should make locating appropriate images easier?

- A. Import a metadata tag index for the stock art so the images are searchable
- B. Select categories and content type from the import dropdown when importing images.
- C. Configure Eastern Content Tagging to automatically tag stock art.

Answer: A

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

NEW QUESTION # 116
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