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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q102-Q107):

NEW QUESTION # 102

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity Is used to make status updates.
- **B. The entry sources data extension has a primary key and subscriber key.**
- C. The Update Contact Activity us used to make status updates.

Answer: B

Explanation:

For monitoring customer status and making decisions within a journey in Salesforce Marketing Cloud, the entrysource's data extension must have a primary key and a subscriber key. These keys ensure that the data is properly linked to the contact, allowing the journey to reference and update status data accurately as the contact flows through the journey.

Reference:Salesforce Marketing Cloud Documentation on Data Extensions and Keys

NEW QUESTION # 103

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subscriber Preview and test Send
- B. Content Detective
- **C. Subject and Preheader Validation**

Answer: C

Explanation:

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

Reference:Salesforce Marketing Cloud Documentation on Subject and Preheader Validation

NEW QUESTION # 104

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- **A. Einstein Engagement Scoring**
- B. Google Analytics Audience
- C. Path Optimizer

Answer: A

Explanation:

Einstein Engagement Scoring in Salesforce Marketing Cloud uses machine learning to predict which subscribers are most likely to engage with email content. For a new product launch, this tool can help Northern Trail Outfitters (NTO) target their most loyal subscribers by providing insights into subscriber behavior and engagement patterns. By focusing on the most engaged audience, NTO can increase the effectiveness of their marketing campaigns and drive higher engagement and conversions for the new product.

Reference:

Salesforce Marketing Cloud Documentation: Einstein Engagement Scoring

NEW QUESTION # 105

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Tabs
- B. Sender Profile
- C. Campaigns

Answer: A

Explanation:

In Datorama Reports for Salesforce Marketing Cloud, using Tabs can significantly improve dashboard usability. Tabs help organize data and reports into manageable sections, making it easier for users to navigate through different metrics and insights without overwhelming them with too much information on a single page.

Reference: Salesforce Marketing Cloud Documentation on Datorama Reports

NEW QUESTION # 106

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Associate the data extension to the Campaign.
- B. Save the data extension in the Test Folder.
- C. Create the data extension as 'Is Testable'.

Answer: C

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

Salesforce Marketing Cloud Documentation: Testable Data Extensions

NEW QUESTION # 107

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