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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q46-Q51):

NEW QUESTION # 46

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe. The subscriber clicks One-Click Unsubscribe.

Given that NTO Is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

- A. Subscriber can choose which publications to unsubscribe from
- B. Subscriber can choose to resubscribe to the list used for the send.
- C. Subscriber can choose to be unsubscribed from all NTO publications.
- D. Subscriber can choose to be removed from the data extension.

Answer: A,C

NEW QUESTION # 47

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months. Which report should be run to provide this Information?

- A. Contacts Count
- B. Audience Engagement Over Time
- C. Contacts Analytics

Answer: C

Explanation:

Contacts analytics is a report that shows how the cross-channel customer population has changed over time.

It can be used to track the growth or decline of contacts across different channels, such as email, mobile, or social. Contacts count is a report that shows the total number of contacts in the account. Audience engagement over time is a report that shows how contacts interact with messages over time.

NEW QUESTION # 48

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Scoring Split
- B. Frequency Split
- C. Path Optimizer

Answer: B

Explanation:

To address the increase in unsubscribes without eliminating planned emails, the marketer should use a Frequency Split. The Frequency Split activity in Journey Builder helps marketers segment their audience based on how frequently they want to receive emails. By focusing on subscribers who are least likely to unsubscribe, the marketer can continue their email campaigns while reducing the risk of further unsubscribes.

NEW QUESTION # 49

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS. What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Ensure source channel is available in subscriber data.
- B. Create one Entry Source for each messaging channel.
- C. Send both email and SMS to ensure subscribers get NTO's messages.

Answer: A

Explanation:

Explanation

The correct answer is C because ensuring source channel is available in subscriber data can help NTO configure its welcome series in Journey Builder to honor the opt-in communication method. The source channel can be used as a decision split or an entry filter to send the appropriate message type (email or SMS) to each subscriber. Sending both email and SMS would not honor the opt-in communication method, but rather annoy the subscribers who only opted in for one channel. Creating one entry source for each messaging channel would not work because a journey can only have one entry source.

NEW QUESTION # 50

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Name the new import definition.
- B. Choose the appropriate date format.
- C. Map the attributes in the file.
- D. Select the delimiting character.

Answer: C

NEW QUESTION # 51

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