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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q99-Q104):

NEW QUESTION # 99

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

- A. Include Subscriber key and Emailaddress field as primary key.
- **B. Select the 'Use for triggered send' checkbox.**
- C. Create from template and choose triggered Send Data Extension template.

Answer: B

Explanation:

When creating a data extension to store all attributes for a triggered send, selecting the 'Use for triggered send' checkbox is essential. This configuration ensures that the data extension is specifically set up to handle triggered sends, enabling it to capture and store the necessary subscriber information and attributes associated with those sends. This setting activates the data extension for use with triggered send activities.

Reference: Salesforce Marketing Cloud Documentation - Triggered Sends

NEW QUESTION # 100

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign. Which tool should they use?

- A. Datorama pivot Table
- B. Campaign Email Tracking Report
- C. Tracking Data Extract file transfer

Answer: C

Explanation:

To schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign, the marketing manager should use the Tracking Data Extract file transfer. This tool allows the extraction of tracking data from Salesforce Marketing Cloud, which can then be transferred to an external storage location such as Azure Blob. By setting up an automation in Automation Studio, this process can be scheduled to run weekly, ensuring the performance data is consistently sent to the desired location.

Reference: Salesforce Marketing Cloud Documentation on Tracking Data Extracts and File Transfers

NEW QUESTION # 101

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources. What should NTO do to create and send localized content at scale?

- A. Leverage Enhanced Dynamic Content.
- B. Leverage Multilingual Content Blocks.
- C. Leverage templates with AMP script.

Answer: B

Explanation:

Multilingual Content Blocks in Salesforce Marketing Cloud allow users to manage and send localized content efficiently. This feature supports creating content blocks in different languages and automatically selecting the appropriate block based on the subscriber's language preference. This method simplifies the process of sending localized content without needing extensive email developer resources. The use of Multilingual Content Blocks is well-documented in Salesforce Marketing Cloud's resources on creating and managing content.

NEW QUESTION # 102

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Create a new, friendly From Name for the updated program.
- B. Send to subscribers, asking for them to confirm opt-in.
- C. Purge inactive subscribers to avoid high bounce rates.

Answer: C

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 103

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- **A. Data Designer**
- B. Audience Studio
- C. Automation Studio

Answer: A

Explanation:

To create a sendable data extension from various tables including orders, subscribers, and product line items, the marketer should use Data Designer. Data Designer allows users to define and related data within Marketing Cloud, facilitating the creation of complex data relationships and data extensions used in journeys and campaigns.

References:

Salesforce Marketing Cloud Documentation on Data Designer

NEW QUESTION # 104

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