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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q59-Q64):

### NEW QUESTION # 59

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website. Which configuration should help with limiting a spike in volume to the website?

- A. Web Collect Sign-Up Form
- B. Sender Authentication Package
- C. Send Throttle

**Answer: C**

Explanation:

Send Throttle is a feature in Salesforce Marketing Cloud that allows marketers to control the rate at which emails are sent. This can help manage and distribute the load on the website by pacing the influx of visitors, preventing potential server overload and ensuring a smoother user experience.

References: Salesforce Marketing Cloud Documentation on Send Throttling

#### **NEW QUESTION # 60**

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. From Address Management
- **B. Delivery Profile**
- C. Sender Profile

**Answer: B**

Explanation:

In Salesforce Marketing Cloud, a Delivery Profile is used to define the IP address and other delivery attributes for email sends. To update the IP configured for specific sends, you should update the Delivery Profile associated with those sends. This allows NTO to route their transactional sends through the new IP address.

Reference: Salesforce Marketing Cloud Documentation on Delivery Profiles

#### **NEW QUESTION # 61**

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 # 62**

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

- **A. Multi-Step**
- B. Single Send
- C. Transactional Send

**Answer: A**

Explanation:

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

### NEW QUESTION # 63

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction What should NTO do to automate the process of finding its affected customers?

- A. Query the data using a specific date range parameter
- B. Filter the data based on a specific date range.
- C. Use Einstein engagement scores to identify affected users.

**Answer: A**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Query Activities

### NEW QUESTION # 64

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