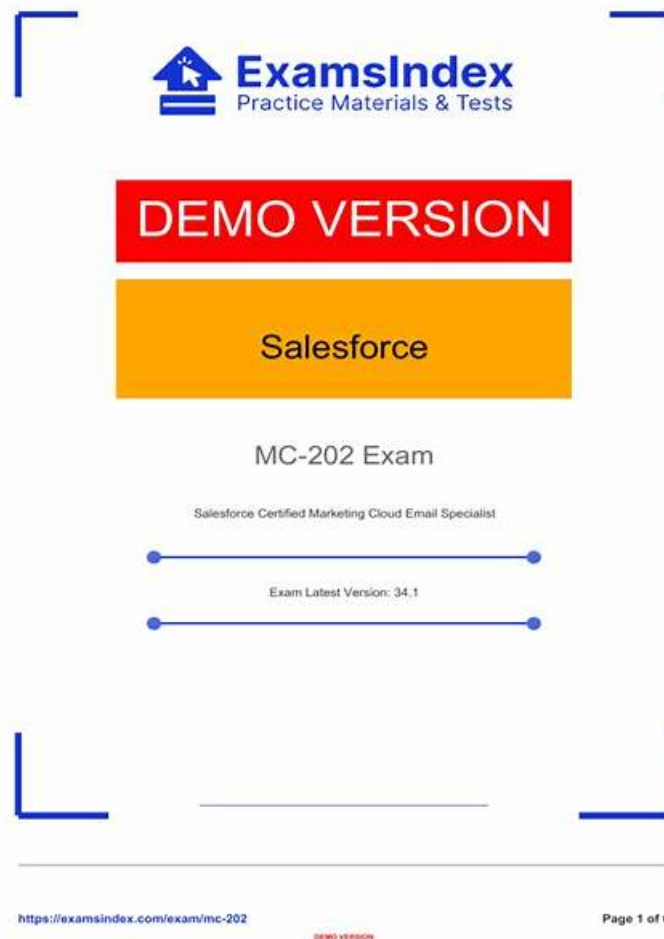


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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q50-Q55):

### NEW QUESTION # 50

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

**Answer: C**

Explanation:

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

### NEW QUESTION # 51

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email.

Which configuration ensure these subscribers do NOT receive these emails?

- A. Add an Auto-Suppression list to the default sender profile.
- B. Configure Auto-Suppression list for the Commercial classification.
- C. Add subscribers to the Account opt-out list.

**Answer: B**

Explanation:

Configuring an Auto-Suppression list for the Commercial classification ensures that a group of subscribers is automatically excluded from receiving promotional emails. This method provides a straightforward way to manage suppression across all relevant email sends, preventing promotional emails from being sent to these subscribers. Further details can be found in the Auto-Suppression Lists documentation.

### NEW QUESTION # 52

Northern trail Outfitters' marketing department wants to review last year's holiday engagement to this year's engagement.

What should they use to access the historical engagement data?

- A. Audit Trail extract
- B. Tracking Data 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 Data Views and SQL Activities

### NEW QUESTION # 53

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

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

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

**Answer: C**

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 # 54**

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. SQL Query Activity
- B. Attribute Group
- C. Data Filter

**Answer: A**

Explanation:

Reference: Salesforce Documentation - SQL Query Activity

#### **NEW QUESTION # 55**

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