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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q37-Q42):

NEW QUESTION # 37
Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.
Which feature should be used to accommodate this setup?

- A. Scheduled Automation
- B. Wait Activity
- C. Triggered Automation

Answer: C

Explanation:
Triggered Automation in Salesforce Marketing Cloud is designed to accommodate the processing of data files that arrive at varying times throughout the day. This feature automatically starts the automation whenever a new file is detected, ensuring timely processing of the batch order information.
Reference:Salesforce Marketing Cloud Documentation on Triggered Automations

NEW QUESTION # 38
Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email.
Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Copy insights
- B. Einstein Engagement Scoring
- C. Einstein Messaging Insight

Answer: C

Explanation:
Einstein Messaging Insights in Salesforce Marketing Cloud provides notification badges and alerts to help users quickly identify any abnormal subscriber behaviors or performance issues with their email campaigns.
This feature leverages AI to detect and notify marketers of anomalies, ensuring they can promptly address any concerns.
Reference:Salesforce Marketing Cloud Documentation on Einstein Messaging Insights

NEW QUESTION # 39
A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.
Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Wait Until Activity
- C. Engagement Split

Answer: A

Explanation:
The Einstein Send Time Optimization (STO) Activity in Journey Builder allows marketers to send emails at the optimal time for each subscriber based on their past engagement behavior. This helps increase the engagement rate by ensuring emails are sent when subscribers are most likely to interact with them.
Reference:Salesforce Marketing Cloud Einstein Send Time Optimization

NEW QUESTION # 40
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 # 41
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 subscribers to the Account opt-out list.
- B. Configure Auto-Suppression list for the Commercial classification.
- C. Add an Auto-Suppression list to the default sender profile.

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 # 42
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