

Exam Marketing-Cloud-Email-Specialist Passing Score, Marketing-Cloud-Email-Specialist Test Duration



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q20-Q25):

NEW QUESTION # 20

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that email customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. A Salesforce Survey block called in by an AMP script function
- **B. An Interactive Email Form that links to a confirmation page**
- C. An all-to-action button that links to the feedback form

Answer: B

Explanation:

An Interactive Email Form is a type of content block that allows marketers to create and embed a form within an email. The form can collect information from subscribers, such as feedback, preferences, ratings, etc., without requiring them to leave their inbox. The form can also link to a confirmation page or another email after submission. An Interactive Email Form can increase the response rate by making it easy and convenient for subscribers to provide feedback.

NEW QUESTION # 21

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- A. Send Classifications
- B. Domain SSL Certificates
- **C. From Address Management**

Answer: C

Explanation:

The "From Address Management" section in Salesforce Marketing Cloud allows marketers to see a list of all email addresses and domains that are verified for sending. This feature helps ensure that only authorized email addresses are used for sending emails, maintaining the credibility and deliverability of the emails sent through Marketing Cloud.

NEW QUESTION # 22

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically unsubscribed from the list from which the send originated
- B. The subscriber is automatically unsubscribed from the business unit from which the send originated
- C. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- **D. The subscriber is automatically redirected to the subscription center to unsubscribe from publications**

Answer: D

NEW QUESTION # 23

The marketing team at a bank need to receive a file of all subscribers who were sent payment reminder emails and opened at each week, the file needs to be encrypted and placed on the bank external SFTP.

How should the schedule automation be configured to achieve this

- **A. SQL query activity, data extract activity and file transfer activity**
- B. data extract activity, SQL query activity, file transfer activity
- C. filter activity, file transfer activity, data extract activity.
- D. filter activity SQL, query activity, and file transfer activity

Answer: A

NEW QUESTION # 24

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- **A. Configure Field-Level Encryption in import file.**
- B. Specify character encoding in import file.
- C. Manage Files in File Transfer.

Answer: A

NEW QUESTION # 25

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