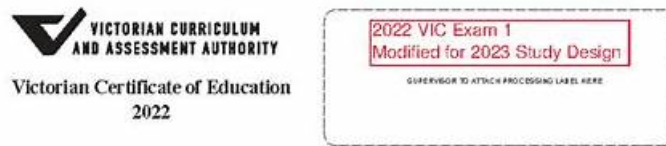


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STUDENT NUMBER Letter

SPECIALIST MATHEMATICS

Written examination 1

Friday 4 November 2022

Reading time: 9.00 am to 9.15 am (15 minutes)
Writing time: 9.15 am to 10.15 am (1 hour)

QUESTION AND ANSWER BOOK

Structure of book

Number of questions	Number of questions to be answered	Number of marks
10	10	40

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
 - Students are NOT permitted to bring into the examination room: any technology (calculators or software), notes of any kind, blank sheets of paper and/or correction fluid/tape.
- Materials supplied**
- Question and answer book of 13 pages
 - Formula sheet
 - Working space is provided throughout the book.
- Instructions**
- Write your **student number** in the space provided above on this page.
 - Unless otherwise indicated, the diagrams in this book are **not** drawn to scale.
 - All written responses must be in English.
- At the end of the examination**
- You may keep the formula sheet.
- Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q151-Q156):

NEW QUESTION # 151

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended. Which Activity should be configured in Automation Studio to help?

- **A. Verification**
- B. Send Email
- C. Wait

Answer: A

Explanation:

The Verification Activity in Automation Studio is used to set additional guardrails before an email send occurs. This activity helps ensure that the audience criteria meet certain conditions and prevents sending to more subscribers than intended. According to Salesforce Marketing Cloud documentation, the Verification Activity can check for audience count thresholds and prevent sending if the audience exceeds the specified limit.

Reference:Salesforce Marketing Cloud Verification Activity

NEW QUESTION # 152

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries. Which tool should NTO use?

- A. Email Performance Over Time Report
- **B. Pivot table in Datorama Reports**
- C. Filter Activity in Automation Studio

Answer: B

Explanation:

Datorama Reports in Salesforce Marketing Cloud provide a powerful way to explore and analyze large volumes of send data without needing to write SQL queries. By using the pivot table feature in Datorama Reports, NTO can dynamically filter, sort, and group their data in one view, making it easier to gain insights and analyze performance metrics.

References:

Salesforce Marketing Cloud Documentation:Datorama Reports

NEW QUESTION # 153

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected.

Which step needs to be completed?

- **A. 'Update Email Now' needs to be applied to each email.**
- B. The email must be recreated using the updated template.
- C. The template must be approved before updates are reflected.

Answer: A

Explanation:

When a template is updated, the changes are not automatically applied to emails that were created before the update. To reflect the

new changes, the 'Update Email Now' action needs to be applied to each email created from the template. This ensures that the content and style in the emails are consistent with the updated template. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 154

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- A. Broaden segmentation criteria to reach more diverse audiences.
- **B. Scale back sending for specific ISPs until the issue subsides.**
- C. Increase the frequency of email sending to boost engagement.

Answer: B

Explanation:

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference:

Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

NEW QUESTION # 155

Northern Trail Outfitters (NTO) is going through IP address warming and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should NTO use to get this information to refine its sending methods?

- **A. Email Performance by Domain**
- B. Email Sends by User
- C. Recent Email Send Summary

Answer: A

Explanation:

To understand the metrics of email sends on a data level, particularly during IP address warming, the "Email Performance by Domain" report should be used. This report provides detailed insights into how emails are performing across different domains, which is crucial for identifying and addressing deliverability issues during the IP warming process.

References:

Salesforce Help: Email Performance by Domain Report

Salesforce Marketing Cloud: Understanding Email Deliverability

NEW QUESTION # 156

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