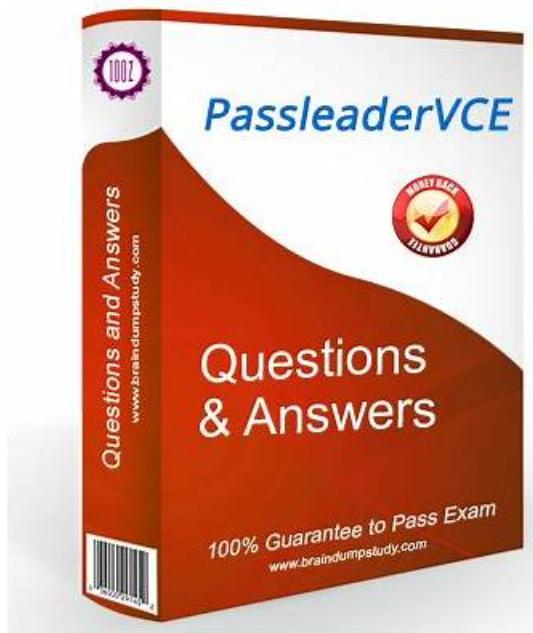


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q83-Q88):

NEW QUESTION # 83

NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup for each campaign.

- A. send flow
- **B. Sender profile**
- C. Delivery profiles
- D. Profile attributes

Answer: B

NEW QUESTION # 84

A new data extension named "Orders" contains order data. One row is recorded for each customer's order.

Customers can place multiple orders. The Orders data extension relates to other data extensions and contains the following fields:

* OrderNumber: a unique alphanumeric order number.
* CustomerID: a numeric customer identification number.
* OrderDate: the system date and time for the order.
* Instructions: an optional alphanumeric string that contains customer delivery notes.

What statement accurately reflects the configuration of the Orders data extension?

- **A. OrderNumber will be used as the Primary Key.**
- B. All fields in the data extension are nullable.
- C. CustomerID will be used as the Primary Key.
- D. The OrderNumber field will be a Number data type field.

Answer: A

Explanation:

Explanation/Reference:

NEW QUESTION # 85

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. Wait
- C. Send Email

Answer: A

Explanation:

Explanation

Verification is the correct answer. A verification activity is an activity that allows you to set criteria for an automation to run successfully or fail based on data counts or validation errors. For example, you can use a verification activity to check if the number of records in a data extension is within a certain range before sending an email. This can help prevent sending emails to more subscribers than intended or to an empty data extension. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION # 86

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

Answer: B

NEW QUESTION # 87

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Implement an API to start automation with every file transfer.
- B. **Replace the Schedule with File Drop and use a filename pattern**
- C. Replicate the automation and schedule it to execute every eight hours

Answer: B

Explanation:

When the file delivery cadence changes to multiple times a day, it is efficient to replace the existing schedule-based automation with a File Drop automation. This setup triggers the automation whenever a file matching a specific filename pattern is dropped into the SFTP, thereby minimizing network usage and ensuring timely processing of the files as they are received.

Reference: Salesforce Marketing Cloud Documentation on File Drop Automations

NEW QUESTION # 88

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