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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q55-Q60):

NEW QUESTION # 55

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP. Which activity is missing?

- A. Import File
- **B. File Transfer**
- C. Fire Event

Answer: B

NEW QUESTION # 56

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list. Which tool method should the specialist use?

- **A. Automation Studio Email Activity**
- B. User Initiated Send
- C. Multi-Step Journey

Answer: A

Explanation:

Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data extensions within the same activity. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 57

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension. How should the marketer use low-code to create this segment?

- **A. Create a data filter on the data extension.**
- B. Filter the .csv file before import.
- C. Write a query to create a filtered data extension.

Answer: A

Explanation:

Data filters are low-code tools that can be used to create segments based on criteria applied to data extensions. They can be used to filter subscribers by age, opt-in status, or any other attribute. Filtering the .csv file before import is not a low-code option, and writing a query is a code-based option.

NEW QUESTION # 58

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow. Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Responsive Aware
- **B. MobileResponsive**
- C. Mobile Aware

Answer: B

Explanation:

For a quick turnaround and easiest implementation in mobile optimization, "Mobile Responsive" is the best option. Mobile Responsive design automatically adjusts the email layout to fit the screen size of mobile devices, ensuring a good user experience without extensive customization. This approach uses fluid grids, flexible images, and media queries to create an adaptable design that works well on various device sizes.

Reference: Salesforce Marketing Cloud Documentation on Mobile Optimization and Responsive Design

NEW QUESTION # 59

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

- **A. Send Classification**
- B. Send Definition
- C. Sender Profile
- D. Delivery Profile

Answer: A

Explanation:

Explanation/Reference:

NEW QUESTION # 60

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