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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q89-Q94):

NEW QUESTION # 89

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use an interactive form from Email Studio to collect this information
- B. Use Journey Builder to build an audience using Ad Studio.
- **C. Web Studio to capture Query parameters from social media link.**

Answer: C

Explanation:

Explanation

Web Studio to capture Query parameters from social media link is the correct answer. This option allows you to create landing pages or microsites using Marketing Cloud tools and data that can capture information from users who visit your pages from social channels, such as Facebook or Twitter. You can use query parameters in your social media link to pass information such as user ID, name, email address, etc., and then use AMPscript or SSJS code in your Web Studio page to retrieve and store that information in a data extension or list for future mailing. Use Journey Builder to build an audience using Ad Studio is not a valid option, as this option only allows you to create audiences based on existing contacts in Marketing Cloud or Salesforce CRM, not new users from social channels. Use an interactive form from Email Studio to collect this information is not a valid option either, as this option only allows you to collect information from users who already receive your emails, not new users from social channels. You can learn more about this in the [Web Studio Basics] module on Trailhead.

NEW QUESTION # 90

When importing data into marketing cloud the list detective is triggered for which of the following?

- A. Email Addresses
- B. Data Extensions
- C. Email Alias
- **D. List Model**

Answer: D

NEW QUESTION # 91

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- **A. Create the data extension as 'Is Testable'.**
- B. Associate the data extension to the Campaign.
- C. Save the data extension in the Test Folder.

Answer: A

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

* Salesforce Marketing Cloud Documentation: Testable Data Extensions

NEW QUESTION # 92

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

- A. User-Initiated Email
- B. Test Send
- **C. Triggered Email**
- D. Send Flow

Answer: C

NEW QUESTION # 93

Northern Trail Outfitters wants to display different content areas based on the subscriber data. Which two features can be used to accomplish this? (Choose two.)

- **A. AMPscript**
- B. Profile Mapping
- C. Personalization Strings
- **D. Dynamic Content**

Answer: A,D

NEW QUESTION # 94

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