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Salesforce Certified Marketing Cloud Email
Specialist
Study Guide
Winter '16

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q131-Q136):

NEW QUESTION # 131

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Two fields with "Email Address" data type
- **B. Incorrect Sending Relationship**
- C. Failure to choose the send classification

Answer: B

Explanation:

Data Retention Policies in Salesforce Marketing Cloud allow you to automatically manage the retention and deletion of data within data extensions. This feature can be configured to delete records after a specified period, such as 30 days, ensuring that non-registered customer information is automatically removed in compliance with data management policies.

Reference: Salesforce Marketing Cloud Documentation on Data Retention Policies

NEW QUESTION # 132

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. Attribute Group
- **B. SQL Query Activity**
- C. Data Filter

Answer: B

Explanation:

Reference: Salesforce Documentation - SQL Query Activity

NEW QUESTION # 133

A marketer wants to increase the engagement rate of an email by sending it at the best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

- **A. Wait Until Activity**
- B. Engagement Split
- C. Einstein STO Activity

Answer: A

NEW QUESTION # 134

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Requirement to have Custom URLs on images hosted in Marketing Cloud
- B. Requirement to have Custom URLs on Cloud Pages
- C. **Sending Volume > 250,000 Email/Month**

Answer: C

Explanation:

A key differentiator to get a dedicated IP rather than using a shared one is sending volume. If you send more than 250,000 emails per month, you should use a dedicated IP to ensure better deliverability and reputation. A dedicated IP means that only your emails are sent from that IP address, so you have full control over your sender reputation

NEW QUESTION # 135

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

Answer: B

Explanation:

When importing an encrypted file, the first step is to decrypt the file using the File Transfer activity in Salesforce Marketing Cloud. The Manage Files option within File Transfer allows you to configure and automate the decryption process before importing the data into a data extension.

References:

* Salesforce Marketing Cloud Documentation: File Transfer Activity

NEW QUESTION # 136

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