

Salesforce Marketing-Cloud-Email-Specialist Real Exam Questions - Marketing-Cloud-Email-Specialist Real Brain Dumps



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q100-Q105):

NEW QUESTION # 100

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. Delivery Profile
- B. Sender Profile

- C. From Address Management

Answer: A

Explanation:

The Delivery Profile is where the IP address for sending emails is configured. NTO should update the Delivery Profile for the transactional sends to use the new IP address

NEW QUESTION # 101

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Use the complaint exclusion list on future sends.
- B. Delete the subscriber from All Subscribers
- C. Add the subscriber to the auto-suppression list.

Answer: C

Explanation:

The auto-suppression list is a list of subscribers who should not receive any commercial messages from your account. You can add subscribers to this list manually or automatically based on certain criteria, such as spam complaints. This will prevent the subscriber from receiving further commercial messages from your account.

NEW QUESTION # 102

An event marketing team is setting a campaign to message customers who register for an event. The registration data is being gathered in another system and it will be passed over to marketing cloud dealing and updates made to the customers registration information will be reflected in the same file how should the import of... registration data be configured

- A. use the import wizard to overwrite the records in the data extension.
- B. to report activity to add new records into the data extension
- C. use the import wizard to add new record into data extension
- D. use the import activity to overwrite to records in the data extension

Answer: D

NEW QUESTION # 103

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the company use?

- A. Shared Emails
- B. Shared Data Extensions
- C. Shared Publication Lists
- D. Shared Portfolio Items

Answer: C

NEW QUESTION # 104

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design. Which best practice should NTO employ?

- A. Remove role="presentation" from layout tables to support assistive technologies.
- B. Increase the font size (over 16pt) to make the content easier to read.
- C. Reduce line spacing to fit more content on the screen and reduce scrolling.

Answer: B

Explanation:

To improve email accessibility, increasing the font size to over 16pt is a best practice as it makes the content easier to read, especially for people with visual impairments. Larger font sizes enhance readability and ensure that the email content is accessible to a broader audience. This practice aligns with accessibility guidelines and helps create a more inclusive email design.

References:

* Salesforce Marketing Cloud Documentation: Email Accessibility Best Practices

NEW QUESTION # 105

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