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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q101-Q106):

### NEW QUESTION # 101

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- B. Use Einstein engagement scores to identify affected users.

- C. Query the data using a specific date range parameter

**Answer: C**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Query Activities

#### **NEW QUESTION # 102**

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions. What should a marketer use to build this level of personalization into the email?

- A. Enhanced Dynamic Content Blocks
- B. Personalization Strings
- C. AMP script Search Functions

**Answer: C**

Explanation:

AMPscript Search Functions can be used to build this level of personalization into the email that Northern Trail Outfitters is looking for. AMPscript Search Functions allow marketers to query data from multiple data extensions within a single email and use conditional logic to display personalized content based on the results. Personalization Strings can only access data from the sendable data extension or the subscriber attributes, not from other data extensions. Enhanced Dynamic Content Blocks can only access data from a single data extension that is linked to a filter definition, not from multiple data extensions.

#### **NEW QUESTION # 103**

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails. Which feature will enable this?

- A. Compare Email Sends on the Tracking page
- B. Email Send Report
- C. Email Comparison Report
- D. Include Measures within a Filter

**Answer: A**

#### **NEW QUESTION # 104**

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

- A. Interactive Email Form block
- B. Smart capture block
- C. Einstein content block

**Answer: A**

Explanation:

Interactive Email Form block is the content block that the team should use to capture information directly from the inbox for some subscribers. Interactive Email Form block allows marketers to create forms within emails that can be filled out and submitted by subscribers without leaving their email clients. The form data can then be stored in a data extension for future use. Smart Capture block is used to create forms within landing pages, not within emails. Einstein Content block is used to display personalized content based on subscriber behavior and preferences, not to capture information from subscribers.

#### **NEW QUESTION # 105**

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

- A. Einstein Content Selection
- B. Enhanced Dynamic Content
- C. Einstein Copy Insights

**Answer: C**

## NEW QUESTION # 106

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