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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q92-Q97):

NEW QUESTION # 92

Which send process can use Sender Profiles? (Choose 3)

- **A. Guided Sends**
- B. Test Sends
- **C. Triggered Sends**
- D. User-Initiated Sends
- **E. Simple Automated Sends**

Answer: A,C,E

NEW QUESTION # 93

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app. Which text should be used for the call-to-action button to drive the most engagement?

- A. Download out new mobile app here
- **B. Download now**
- C. Out new mobile app

Answer: B

Explanation:

Explanation

The best text for a call-to-action button is clear, concise, and compelling. Option A provides the most information about what the user will get by clicking the button, while also creating a sense of urgency and value. Option B is too vague and does not specify what the user will download, and option C is not a call-to-action at all, but rather a statement.

NEW QUESTION # 94

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of Interest this week." Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

- A. Keep the subject text between 50 and 100 characters long.
- **B. A/B test the effectiveness of different subjects.**
- **C. Include information relevant to the message in the subject line.**
- D. Include "RE:", "FWD:", "etc." to get the reader's attention.

Answer: B,C

NEW QUESTION # 95

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions. Which tool can be used to segment the data? (Choose 2)

- **A. Drag & Drop Segmentation**
- B. Send Definition
- **C. Query Activity**
- D. Data Extract Activity

Answer: A,C

NEW QUESTION # 96

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. Data Filter
- **C. SQL Query Activity**

Answer: C

Explanation:

Reference:Salesforce Documentation - SQL Query Activity

NEW QUESTION # 97

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