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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q67-Q72):

NEW QUESTION # 67

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.
Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Send an email to NTO's entire customer database asking for referrals.
- C. Collect emails at offline activities, including in stores.

Answer: C

Explanation:

One of the best practices to increase email subscribers is to collect emails at offline activities, including in stores¹. This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer incentives, such as discounts or freebies, to encourage customers to sign up for their email list. By collecting emails at offline activities, NTO can build a permission-based and relevant email list that can improve their deliverability and engagement rates. Sending an SMS to NTO's entire customer database with a link to subscribe is not a good practice, as it may violate the consent and privacy laws of different countries². Moreover, sending an SMS to customers who have not opted in for SMS communication may annoy them and damage NTO's reputation. NTO should only send SMS messages to customers who have explicitly agreed to receive them and provide them with an easy way to opt out.

Sending an email to NTO's entire customer database asking for referrals is also not a good practice, as it may result in spam complaints and unsubscribes³. Asking for referrals should be done in a targeted and personalized way, based on the customer's behavior and preferences. NTO should also provide incentives and clear instructions for customers who want to refer their friends and family to NTO's email list. References := 1: Optimizing Marketing Cloud: Best Practices for Managing Inactive Accounts - Salesforce 2: How You Can Keep Email Subscribers Engaged | Salesforce 3: Email Marketing Best Practices - Salesforce.com

NEW QUESTION # 68

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients. Which tool should the marketer use?

- **A. Test Send**
- B. Content Detective
- C. Send Preview

Answer: A

NEW QUESTION # 69

Northern Trail Outfitters allows nonregistered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- **A. Data Retention Policy**
- B. Delete Filter Activity
- C. Contact Delete

Answer: A

Explanation:

A data retention policy allows you to automatically delete records from a data extension based on a specified time period. This feature can help you maintain a data extension's records and comply with data privacy regulations

NEW QUESTION # 70

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the filtered data extension and add additional filter criteria.
- **B. Copy the data filter and build a new data extension with additional filter criteria.**
- C. Use the Split option to temporarily add additional filter criteria.

Answer: B

NEW QUESTION # 71

Northern Trail Outfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

- Answer: A**

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