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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q69-Q74):

NEW QUESTION # 69
Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.
NTO would like to send out a thank you email the first time they Show up in the file drop.
How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Email Send to dedupe on email address.
- B. Configure Journey Settings to 'allow no re-entry.
- C. Configure Journey Entry Event to 'allow no re-entry.'

Answer: C

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Journey Builder Entry Event Settings

NEW QUESTION # 70

Northern Trail Outfitters uses an automation to process and report sales agents'weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time. Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Wait Activity
- B. Data Extract Activity
- C. Verification Activity

Answer: C

Explanation:
Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context ofNorthern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data,which would result in inaccurate reports.
References:
Salesforce Marketing Cloud Documentation:Verification Activity

NEW QUESTION # 71

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. Configure Field-Level Encryption inimport file.
- C. Manage Files in File Transfer.

Answer: C

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 Transferallows 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 # 72

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

Answer: C

Explanation:
Reference:Salesforce Documentation - Interactive Email Forms

NEW QUESTION # 73
A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.
Which step should they take to restrict the types of content within the content slot?

- A. Configure Content Blocks to only be usable within approved templates.
- B. Configure restrictions within a Content Area for approval block types
- C. Under user permissions, select limited template access.

Answer: B

Explanation:
To ensure that the content within email templates adheres to branding guidelines, you can configure restrictions within a Content Area to limit the types of content blocks that can be used. This ensures that only approved types of content are used in the email, maintaining consistency with branding guidelines.
Reference:Salesforce Marketing Cloud Documentation on Content Area Restrictions

NEW QUESTION # 74

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