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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q152-Q157):

NEW QUESTION # 152

NTO has master unsubscribed data extension that contains profile and preference information various segments are created from the masters unsubscribed data extension. In Each segment to be automatically refreshed daily, which two activity should the NTO

consider using?

Choose two answers

- A. SQL query activity
- B. data extract activity
- C. filter activity
- D. segmentactivity

Answer: A,C

NEW QUESTION # 153

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Paste HTML
- B. Mobile Template Editor
- C. Content Builder
- D. Template Editor

Answer: A,C,D

NEW QUESTION # 154

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Require customers to provide their email address when calling customer service.
- B. Have customers opt in to email before they can shop online.
- C. Create an in-store SMS campaign that offers a discount for opting in.
- D. Ask for an email address when a customer makes a purchase in-store.

Answer: B,D

NEW QUESTION # 155

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

Answer: A,B

NEW QUESTION # 156

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Requirement to have Custom URLs on images hosted in Marketing Cloud
- B. Requirement to have Custom URLs on Cloud Pages
- C. Sending Volume > 250,000 Email/Month

Answer: C

Explanation:

A key differentiator to get a dedicated IP rather than using a shared one is sending volume. If you send more than 250,000 emails

per month, you should use a dedicated IP to ensure better deliverability and reputation. A dedicated IP means that only your emails are sent from that IP address, so you have full control over your sender reputation

NEW QUESTION # 157

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