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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q50-Q55):

NEW QUESTION # 50

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports. What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Answer: C

Explanation:

Creating a Dashboard in Datorama allows marketers to build custom reports that fit their specific needs.

Dashboards in Datorama can be customized with various widgets, filters, and data sources to present the data in a meaningful way. This process is well-documented in the Salesforce Marketing Cloud help guides and Datorama documentation on custom reporting and dashboard creation.

NEW QUESTION # 51

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Purge inactive subscribers to avoid high bounce rates.
- B. Send to subscribers, asking for them to confirm opt-in.
- C. Create a new, friendly From Name for the updated program

Answer: A

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 52

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Request three Dedicated IPs to spread out the sending volume.
- B. Implement an SAP with Private Domain and a Dedicated IP.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

Answer: B

Explanation:

Implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP ensures that Northern Trail Outfitters has full control over their sending reputation. Sharing IP addresses with other customers can affect sending reputation due to the actions of others on the same IP. A Dedicated IP helps isolate NTO's sending reputation, while a Private Domain ensures proper authentication with SPF and DKIM, both of which are essential for maintaining a good sending reputation.

References: Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION # 53

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'. What is the source of the duplicate subscriber key?

- A. Global Unsubscribe List
- B. Auto Suppression List
- C. Triggered Send Managed Lists

Answer: B

Explanation:

The Auto Suppression List in SFMC is used to automatically suppress subscribers who meet certain criteria, including those with a status of 'Held'. When a subscriber is marked as 'Held', it means that the system has detected delivery issues with that email address, such as a hard bounce. This can cause the subscriber key to appear twice in the _subscribers data view, once with the status 'Active' and once with 'Held'.

References: Salesforce Marketing Cloud Documentation on Auto Suppression Lists

NEW QUESTION # 54

Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color.

Where should NTO be able to see if there has been a lift in the overall likelihood to click?

- A. Einstein Engagement Scoring
- B. Einstein Messaging Insights
- C. Einstein Engagement Frequency

Answer: A

Explanation:

Einstein Engagement Scoring provides insights into how changes, such as the color of a CTA button, impact the likelihood of subscribers engaging with emails. It uses predictive analytics to score and segment subscribers based on their engagement behaviors, allowing marketers to see the lift in engagement metrics like click-through rates.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Scoring

NEW QUESTION # 55

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