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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q53-Q58):

NEW QUESTION # 53

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Delete the subscriber from All Subscribers
- B. Use the complaint exclusion list on future sends.
- **C. Add the subscriber to the auto-suppression list.**

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Auto-Suppression Lists

NEW QUESTION # 54

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Universal Unsubscribe
- B. Profile Center Unsubscribe
- **C. List Unsubscribe header**

Answer: C

Explanation:

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

Reference: Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION # 55

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks. Which area of the application should provide this data?

- A. Send Performance Tab
- **B. Email Overlay View**
- C. Tracking Conversions Tab

Answer: B

Explanation:

The Email Overlay View in Salesforce Marketing Cloud provides a detailed visual representation of an email's performance, including metrics such as Total Clicks and Unique Clicks. This view overlays performance data directly onto the email, making it easy to see which links were clicked and how frequently.

This feature is described in the Salesforce Marketing Cloud documentation under email tracking and reporting features.

NEW QUESTION # 56

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance. Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- **A. Email and Journey Overview Dashboard**
- B. Journey Performance by Email Dashboard
- C. Email Performance Dashboard

Answer: A

Explanation:

Reference: Salesforce Documentation - Datorama Reports for Marketing Cloud

NEW QUESTION # 57

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Content Detective
- B. Subscriber Preview and Test Send
- **C. Subject and Preheader Validation**

Answer: C

Explanation:

Subject and Preheader Validation is a feature in Salesforce Marketing Cloud that checks for common issues in the subject line and preheader text before an email is sent. This validation would alert users to potential problems, such as placeholder text like "[For APPROVAL]", helping to avoid sending emails with incorrect subject lines.

Reference: Salesforce Marketing Cloud Documentation on Subject and Preheader Validation

NEW QUESTION # 58

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