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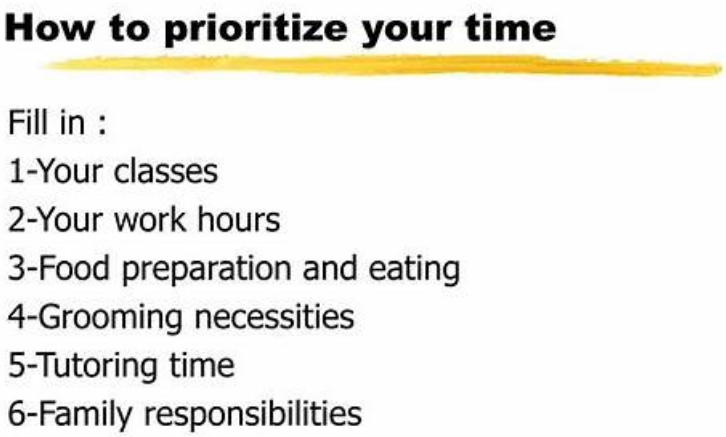

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q149-Q154):

NEW QUESTION # 149
A marketing intern forgotto 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. SubscriberPreview and test Send
- B. Subject and Preheader Validation
- C. Content Detective

Answer: B

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 # 150
A marketer needs to send emails to the creative team for proofing as part of an email campaign.
Which feature should help achieve this as an automatic flow?

- A. Content Builder Approvals
- B. Approval Workflow
- C. Subscriber Preview

Answer: B

Explanation:
Reference:Salesforce Documentation - Approval Workflows

NEW QUESTION # 151
Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.
Which action follows best practices to increasesubscribers?

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

Answer: A

Explanation:
Collecting emails at offlineactivities, such as in-store events or other physical locations, is a best practice for increasing subscribers. It ensures that the emails collected are from individuals who are genuinely interested in the brand and are more likely to engage with email communications. This method also helps to maintain the quality and relevance of the email list.
References:Salesforce Marketing Cloud Documentation on Subscriber Acquisition Best Practices

NEW QUESTION # 152
Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized
'congratulations' email the day they are posted in the data extension,and follow up with a review request 14 days later.
Which automation solutions should be set up to accommodate this request?

- A. Journey Builder and Behavioral Triggers
- B. Automation Studio and Path Optimizer
- C. Automation Studio and Journey Builder

Answer: C

Explanation:
To accommodate the request of sending a customized 'congratulations' email and a follow-up review request, Northern Trail Outfitters (NTO) should use a combination of Automation Studio and Journey Builder.
Automation Studio can be used to add newpurchasers to the data extension daily, and Journey Builder can manage the customized email journey, including the immediate 'congratulations' email and the follow-up review request 14 days later. Reference:Salesforce Marketing Cloud Documentation

NEW QUESTION # 153
Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send

subject lines. NTO wants to ensure no productionemails are sent with the TACO prefix.

- A. In Send Management, add the word TACO to the Auto-Suppression Rules.
- B. In Send Classifications, delete TACO from the available classification options.
- C. In the Subject/Preheader Validation section of Email Studio, add the word TACO.

Answer: C

Explanation:
To ensure no production emails are sent with the TACO prefix in the subject line, Northern Trail Outfitters (NTO) should add the word TACO to the Subject/Preheader Validation section of Email Studio. This validation step allows marketers to configure checks that will flag or prevent emails with certain keywords or phrases in the subject line or preheader from being sent, thus preventing test indicators like "TACO" from appearing in live emails.
Reference:
Salesforce Marketing Cloud Documentation: Subject and Preheader Validation

NEW QUESTION # 154
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