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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q10-Q15):

NEW QUESTION # 10

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manger Settings
- B. Import Activity Notification Settings
- C. Automation Notification Settings

Answer: C

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Automation Notification Settings

NEW QUESTION # 11

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience. Which tool should provide a list of subscribers who didn't receive the expected emails?

- A. 'Subscribers Not Sent To*' report
- **B. Not Sent Tracking Extract**
- C. _sent Dataview

Answer: B

Explanation:

The Not Sent Tracking Extract in Salesforce Marketing Cloud provides detailed information about subscribers who were part of the send audience but did not receive the email. This extract can be configured in Automation Studio to automatically generate and analyze the list of subscribers who did not get the expected emails. Reference: Salesforce Marketing Cloud Documentation on Tracking Extracts.

NEW QUESTION # 12

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- **A. Scale back sending for specific ISPs until the issue subsides.**
- B. Increase the frequency of email sending to boost engagement.
- C. Broaden segmentation criteria to reach more diverse audiences.

Answer: A

Explanation:

To improve email deliverability, it is effective to scale back sending to specific ISPs where issues have been identified. This approach helps in maintaining a good sender reputation and avoiding potential blocks or filtering by the ISPs. By reducing the sending volume to problematic ISPs temporarily, you give the infrastructure time to resolve the issues, which can then help improve overall deliverability rates. Reference:

Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices.

NEW QUESTION # 13

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

Answer: B

Explanation:

Reference: Salesforce Documentation - Approval Workflows

NEW QUESTION # 14

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

Answer: A

Explanation:

To ensure Northern Trail Outfitters' sending reputation remains intact, implementing a Sender Authentication Package (SAP) with a Private Domain and a Dedicated IP is the best course of action. This setup provides greater control over the sending environment, allowing the company to build and maintain its sending reputation without being affected by other customers sharing the same domain or IP. It also facilitates the use of SPF, DKIM, and DMARC authentication protocols.

References:

Salesforce Marketing Cloud Documentation on Sender Authentication Package

NEW QUESTION # 15

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