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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q71-Q76):

NEW QUESTION # 71

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension. How should this new audience be created?

- A. Build a Group based on a Data Filter to combine the two data extensions.
- B. Populate a data extension using an SQL Query Activity in Automation Studio.
- C. Create a Filter Activity in Automation Studio to combine the two data extensions.
- **D. Export both data extensions and import into a new data extension.**

Answer: D

NEW QUESTION # 72

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign. Which Preview & Test Content Personalization option should be used?

- A. Based on Preview
- **B. Based on Subscriber Preview List or Data Extension**
- C. Based on Recipient test Data Extension

Answer: B

Explanation:

Explanation

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules.

Marketers can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

NEW QUESTION # 73

An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns. What steps would the marketer take when creating the data extension? (Choose 2)

- **A. Relate the Email address to the Subscriber Key**
- B. Set the column representing the Subscriber Key as a Primary Key
- **C. Check the "Is Sendable" option**
- D. Set the Email address column as a Primary Key

Answer: A,C

NEW QUESTION # 74

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- **A. Email Studio > Overview**
- B. Content Builder > Recent Sends
- C. Automation Studio > Activities

Answer: A

NEW QUESTION # 75

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Ensure the Nullable property is unchecked for the First Name and Last Name columns
- B. Check the Nullable property for the First Name and Last Name columns
- **C. Make the First Name and Last name columns Primary Keys**
- D. Set up a default value for the column

Answer: C

NEW QUESTION # 76

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