

Examcollection Marketing-Cloud-Email-Specialist Questions Answers & Valid Marketing-Cloud-Email-Specialist Torrent

Salesforce Marketing Cloud Email Specialist Questions with Answers

1. A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?
 - A. Choose the appropriate date format
 - B. Map the attributes in the file**
 - C. Name the new import definition
 - D. Select the delimiting character

Answer(s): B

2. Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View**
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Answer(s): B

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q118-Q123):

NEW QUESTION # 118

A marketer develop an email with personalized content based on five geographic regions

- 1. Northeast: static image of light house
- 2. South east: image carousel of beaches
- 3. Central: has no content to display
- 4. Northwest: static image of waterfall
- 5. Southwest: expiry coupon

How many content rules need to be created to accomplish this

- A. 0
- **B. 1**
- C. 2
- D. 3

Answer: B

NEW QUESTION # 119

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers.

NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

- A. Wait
- **B. Verification**
- C. Send Email

Answer: B

Explanation:

Verification is the correct answer. A verification activity is an activity that allows you to set criteria for an automation to run successfully or fail based on data counts or validation errors. For example, you can use a verification activity to check if the number of records in a data extension is within a certain range before sending an email. This can help prevent sending emails to more subscribers than intended or to an empty data extension. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION # 120

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

- **A. The subscriber will be added to the All Subscribers List with a status of Active.**
- **B. The email address and Subscriber Key will be added to the All Subscribers List.**
- C. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.
- D. The Primary Key and demographic data will be added to the All Subscribers List.

Answer: A,B

NEW QUESTION # 121

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.

Which journey type is the best solution for the marketer to set up?

- A. Single Send Journey
- B. Multi-Step Journey
- C. Transactional Send Journey

Answer: C

NEW QUESTION # 122

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- B. Subscriber Key determines what update types will be available when importing data
- C. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- D. SubscriberKey and Primary Key are interchangeable terms
- E. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship

Answer: A,C,E

NEW QUESTION # 123

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