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Salesforce Certified Marketing Cloud Email Specialist Sample Questions

(Q118-Q123):

NEW QUESTION # 118

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Failure to choose the send classification
- B. Two fields with "Email Address" data type
- C. Incorrect Sending Relationship

Answer: C

Explanation:

The sending relationship determines which field in the data extension is used as the subscriber key and email address for the send. If the sending relationship is incorrect, the send will fail because Marketing Cloud cannot identify the recipients.

NEW QUESTION # 119

A marketer wants to create a responsive email that will render correctly across all email clients.

What tool could they use?

- A. CSS3 media queries
- B. GTL with tables
- C. AMPscript with grid-based layout
- D. Server Side JavaScript

Answer: A

NEW QUESTION # 120

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails.

This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How can this be achieved?

- A. Create a scheduled automation to import the file on a recurring basis with store information.
- B. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- C. Create an automation to begin when Information changes on a store object using a workflow rule.
- D. Create a file drop automation to initiate when the store's data extension is updated via import.

Answer: B

NEW QUESTION # 121

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Nothing - bounce rates up to 30% are acceptable.
- C. Remove the bounced addresses before the next send.

Answer: C

Explanation:

Removing the bounced addresses before the next send is a best practice to uphold the sender reputation and avoid being marked as spam. Bounce rates above 10% are considered high and can negatively affect the deliverability and engagement of email campaigns. [Source: Trailhead]

NEW QUESTION # 122

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment. What is the recommended design approach?

- A. Static Design
- B. Desktop-centric Design
- C. Responsive Design
- **D. Mobile-aware Design**

Answer: D

NEW QUESTION # 123

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