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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q64-Q69):

NEW QUESTION # 64
Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.
Which object should be used?

- A. Publication List
- B. Exclusion Lists
- C. Suppression Lists

Answer: A

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Publication Lists and Subscription Centers

NEW QUESTION # 65

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A. Reference Content Block
- B. Dynamic Content Block
- C. Einstein Content Selection

Answer: A

Explanation:

To ensure that the most up-to-date content is included in each email, Northern Trail Outfitters should use a Reference Content Block. This type of contentblock allows you to create content once and reuse it across multiple emails. By referencing the content block in different emails, any updates made to the content block will automatically reflect in all emails that use it. This ensures consistency and timeliness of the content, which is especially useful for special events and content that change throughout the year.
Reference: Salesforce Marketing Cloud Documentation on Reference Content Blocks

NEW QUESTION # 66
A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What shouldthe marketer do to accomplish this?

- A. Web Studio to capture Query parameters from social media link.
- B. Use an interactive form from email Studio to collect this information
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: A

Explanation:

Tocollect information from users obtained through social channels, marketers can use Web Studio to capture query parameters from social media links. This involves creating landing pages or forms that capture data when users click on social media links and are redirected to these pages. This data can then be used for future mailings and targeted marketing campaigns. Web Studio provides tools for creating and managing landing pages, forms, and microsites that can effectively capture and process user data from various sources, including social media.
Reference:
Salesforce Marketing Cloud Documentation: Web Studio

NEW QUESTION # 67
Northern Trail Outfitters (NTO) has childbusiness units that share customers. To track customer engagement.
NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. ▫
- B. ▫
- C. ▫

Answer: A

NEW QUESTION # 68
After receiving approval from their team, a marketer scheduled a promotional email tend. After the send was scheduled arid the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Tracking tab in Journey Bulkier
- B. Overview tab in email Studio
- C. Pending tab in Content Builder

Answer: B

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Email Studio Overview and Send Management

NEW QUESTION # 69

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