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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q110-Q115):

NEW QUESTION # 110

A marketer has built an automation using Automation Studio to send data from adata extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Import File
- B. Fire Event
- C. File Transfer

Answer: C

Explanation:

If the file is not showing up on the SFTP after a successful data extract, the missing activity is likely the File Transfer activity. This activity is responsible for moving the extracted .csv file to the appropriate directory on the SFTP server. Without this step, the file will not be transferred to the SFTP location.

References:

Salesforce Marketing Cloud Documentation on File Transfer Activity

NEW QUESTION # 111

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Add CAPTCHA validation to the form
- B. Leverage a Smart Capture block
- C. A double opt-in at signup

Answer: C

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 # 112

Northern Trail Outfitters sends out 50,000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Parameter Management
- C. Publication Lists

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Reply Mail Management

NEW QUESTION # 113

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Create CloudPages to collect and subscribe users,
- B. Leverage Social Studio to capture email addresses.
- C. Use Journey Builder to build an audience using Ad Studio.

Answer: A

Explanation:

CloudPages in SFMC are designed to create web pages and microsites that can capture and manage subscriber information. For marketers looking to collect consumer information from social channels, CloudPages provide forms that can capture email addresses and other relevant data, subscribing users to Marketing Cloud lists or data extensions for future mailings.

References:Salesforce Marketing Cloud Documentation on CloudPages

NEW QUESTION # 114

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Use Email Address as Subscriber Key.
- **B. Mark the field as the Primary Key.**
- C. Select 'Deduplicate by Email' checkbox.

Answer: B

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the Email Address field as the Primary Key. In Salesforce Marketing Cloud, marking a field as a Primary Key ensures that each value in that field is unique and cannot be duplicated within the data extension.

Reference:

Salesforce Marketing Cloud Documentation: Data Extensions

NEW QUESTION # 115

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