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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q124-Q129):

NEW QUESTION # 124

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Frequency Split
- B. Scoring Split
- C. Engagement Split

Answer: C

Explanation:

The Engagement Split activity in Journey Builder allows you to branch contacts based on their level of engagement with your emails. Northern Trail Outfitters (NTO) can use this activity to differentiate content for their most engaged customers versus their least engaged customers, ensuring a personalized experience for each segment. Reference: Salesforce Marketing Cloud Documentation on Engagement Split.

NEW QUESTION # 125

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. An approval process for sending
- C. A verification step in the send automation

Answer: A

Explanation:

To ensure fresh data for the sends, setting up a nightly automation that includes a filter activity is recommended. This automation can refresh the data extension by applying the necessary filters to pull the most up-to-date information from the primary data extension. This process ensures that each team has access to the latest subscriber data for their segmented sends. Reference: Salesforce Marketing Cloud Documentation on Automation Studio.

NEW QUESTION # 126

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Request a Private Domain to leverage SPF and DKIM authentication.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Implement an SAP with Private Domain and a Dedicated IP.

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 # 127

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:

The Verification Activity in Automation Studio is used to set additional guardrails before an email send occurs. This activity helps ensure that the audience criteria meet certain conditions and prevents sending to more subscribers than intended. According to Salesforce Marketing Cloud documentation, the Verification Activity can check for audience count thresholds and prevent sending if the audience exceeds the specified limit.

Reference: Salesforce Marketing Cloud Verification Activity

NEW QUESTION # 128

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > File Transfer > Import Activity
- B. Tracking Extract > Import Activity > SQL Activity
- C. Tracking Extract > Import Activity > Data Extension Extract

Answer: A

Explanation:

To import the Not Sent extract into a data extension and use it as an exclusion audience, the correct sequence of steps in Automation Studio involves:

* Tracking Extract to get the Not Sent data,

* File Transfer to move the extracted file to the safehouse or appropriate location, Reference: Salesforce Marketing Cloud

Documentation on Automation Studio Activities

NEW QUESTION # 129

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