

Salesforce Marketing-Cloud-Email-Specialist Practice Test - The Key To Fast Exam



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q62-Q67):

NEW QUESTION # 62

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

The data

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

How can this be achieved?

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

Answer: A

NEW QUESTION # 63

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

NEW QUESTION # 64

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them. What should be configured to ensure compliance with this request?

- A. Consent Management
- B. Exclusion Script
- **C. DoNotTrack Attribute**

Answer: C

Explanation:

Explanation

The DoNotTrack attribute is a personalization string that can be used to prevent Marketing Cloud from tracking opens and clicks for a specific subscriber. It can be set to true or false in the subscriber's profile or in a data extension field. If it is set to true, Marketing Cloud will not record any opens or clicks performed by that subscriber.

NEW QUESTION # 65

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week." Which two best practices should the marketer use to make the subject line more effective? (Choose two.)

- A. Include "RE:", "FWD:", "etc." to get the reader's attention.
- **B. Include information relevant to the message in the subject line.**
- C. Keep the subject text between 50 and 100 characters long.
- **D. A/B test the effectiveness of different subjects.**

Answer: B,D

NEW QUESTION # 66

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Responsive Aware
- **B. Mobile Aware**
- C. Mobile Responsive

Answer: B

NEW QUESTION # 67

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