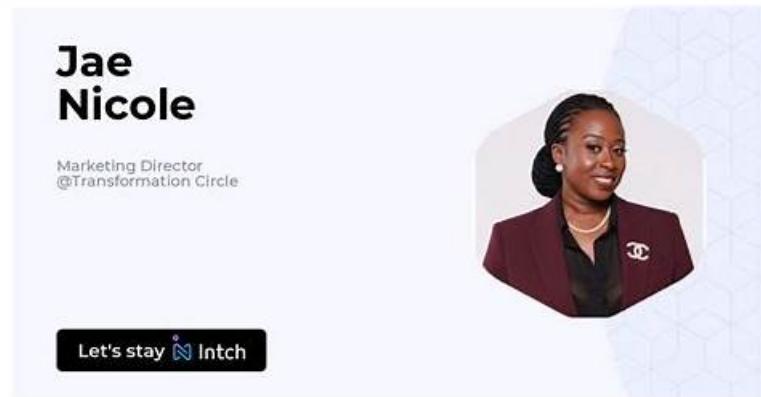


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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q127-Q132):

NEW QUESTION # 127

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Frequency Split
- B. Path Optimizer
- C. Scoring Split

Answer: A

Explanation:

Frequency split is a journey builder activity that splits contacts based on how often they have received messages from the account. It can be used to focus marketing efforts on subscribers who are least likely to unsubscribe by sending them fewer or more relevant messages. Path optimizer and scoring split are not related to frequency.

NEW QUESTION # 128

NTO wants to use a point and click tool to test segmentation rules and verify that the correct subscribers are included in the segment, NTO will need to automate there freshening of the segment once it is tested. Which two tools should be used to test and configure the segment?

Choose two answers.

- A. filtered code
- B. **SQL query activity**
- C. data filter
- D. **filter activity**

Answer: B,D

NEW QUESTION # 129

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement. Which two practices should the marketing manager employ? (Choose two.)

- A. **Use a large sample size.**
- B. Offer a special discount for opening the email.
- C. **Wait at least 24 hours before declaring a winner.**
- D. Test multiple variations concurrently.

Answer: A,C

NEW QUESTION # 130

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to set goals and have the system listen to see if users met the goal
- B. The ability to update or create Salesforce CRM objects or records
- C. The ability to set criteria to segment contacts based on behavior using SQL
- D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- E. The ability to extract data from an Audience data extension for analysis

Answer: A,B,D

Explanation:

Explanation

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION # 131

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.

What are the four elements that are required for the creation of a dynamic content rule?

- A. Lists, Value, Operator, Images
- B. Preferences, Value, Operator, Lists
- C. Customers, Value, Operator, Content
- D. Attribute, Value, Operator, Content

Answer: D

NEW QUESTION # 132

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