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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q53-Q58):

NEW QUESTION # 53

We are creating a custom html paste email within content builder, which 2 features can be inserted into the html code by using the insert code snippet tool. Choose 2 answers

- A. A tooltip
- B. track emails open
- C. stored content box
- D. physical mailing address

Answer: B,D

NEW QUESTION # 54

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- B. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- C. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Answer: B

NEW QUESTION # 55

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Subscriber Preview
- C. Content Detective

Answer: C

Explanation:

Explanation

Content Detective is the correct answer. Content Detective is a tool that allows you to scan your email content for any words or phrases that may trigger spam filters or cause deliverability issues. Content Detective assigns a score to your email based on the number and severity of the flags it detects, and provides suggestions on how to improve your content. You can learn more about this in the Email Testing Tools module on Trailhead.

NEW QUESTION # 56

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

- A. Einstein Engagement Scoring
- B. Einstein Messaging Insight
- C. Einstein Engagement Frequency

Answer: C

Explanation:

To target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them, Northern Trail Outfitters should use Einstein Engagement Frequency. This feature uses AI to analyze and predict the optimal number of emails each subscriber should receive to maximize engagement without causing fatigue. It helps marketers balance their sending frequency to maintain high engagement levels.

Reference: Salesforce Marketing Cloud Documentation on Einstein Engagement Frequency

NEW QUESTION # 57

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

- A. Manage Data Extension Policies
- B. Shared Data Extension Permissions
- **C. Data Extension Sharing Rules**
- D. Date/Time Range for Access

Answer: C

NEW QUESTION # 58

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