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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q104-Q109):

NEW QUESTION # 104

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals?

Choose 2 answers

- A. Send Count
- B. Hyperlinks
- C. Subject Line
- D. From Name

Answer: C,D

NEW QUESTION # 105

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices?

(Choose two.)

- A. Ask the subscriber to log in to the Preference Center to confirm opt-out.
- B. Include an unsubscribe link in the header or footer of emails.
- C. Process every individual's unsubscribe request within 14 business days.
- D. Ensure opt-out mechanisms are operational for at least 30 days post-send.

Answer: B,D

NEW QUESTION # 106

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- B. Add descriptive tags to each asset upon creation.
- C. Add a description to each asset upon creation.

Answer: C

NEW QUESTION # 107

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Global Unsubscribe List
- B. Triggered Send Managed Lists
- C. Auto Suppression List

Answer: C

Explanation:

The Auto Suppression List in SFMC is used to automatically suppress subscribers who meet certain criteria, including those with a status of 'Held'. When a subscriber is marked as 'Held', it means that the system has detected delivery issues with that email address, such as a hard bounce. This can cause the subscriber key to appear twice in the _subscribers data view, once with the status 'Active' and once with 'Held'.

References: Salesforce Marketing Cloud Documentation on Auto Suppression Lists

NEW QUESTION # 108

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Universal Unsubscribe
- **B. Profile Center Unsubscribe**
- C. List Unsubscribe header

Answer: B

NEW QUESTION # 109

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