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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q116-Q121):

NEW QUESTION # 116
A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the URL or tracking alias from the link view tab of the click activity tab.
- B. select the URL id for the URL or tracking the alias from the job links tab.
- C. select the user clicks the overview tab in the inbox activity section
- D. select the click activity bar chart from the email overview of the click activity tab

Answer: A,C

NEW QUESTION # 117
Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? (Choose two.)

- A. Import all content up front, rather than piece by piece.
- B. Optimize the way content is stored with a naming convention.
- C. Create folders for each type of uploaded content.
- D. Plan for content to be used cross-channel, eliminating duplicates.

Answer: B,D

Explanation:
Explanation/Reference:

NEW QUESTION # 118
Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.
Which feature will enable this?

- A. Email Comparison Report
- B. Include Measures within a Filter
- C. Email Send Report
- D. Compare Email Sends on the Tracking page

Answer: D

NEW QUESTION # 119

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Personalized imagery influenced by subscriber preferences
- B. Content focused on winter sports items for holiday shopping
- C. Images of products that the customer has previously purchased
- D. Full-width lifestyle imagery featuring attractive people

Answer: A

NEW QUESTION # 120

A new data extension named "Orders" contains order dat

a. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A. All fields in the data extension are nullable
- B. The OrderNumber field will be a Number data type field
- C. OrderNumber will be used as the Primary Key
- D. CustomerID will be used as the Primary Key

Answer: C

NEW QUESTION # 121

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