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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q91-Q96):

NEW QUESTION #91

A marketing team has enabled Approvals in the Classic Editor to prevent sending of emails that have NOT been reviewed by members of their team. When setting up a deployment to a test List, the marketer notices her email is NOT available for selection. In which three send processes should an email have an "Approved" status prior to send? Choose 3 answers

- · A. Send Previews
- B. A/B Tests
- C. Test Sends
- D. Triggered Sends
- E. Scheduled Sends

Answer: B,D,E

NEW QUESTION #92

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers. What feature would allow for easy segmentation?

- A. Measures
- B. AMPscript
- C. Query Activities
- D. Data Filters

Answer: B

NEW QUESTION #93

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

Answer: B

Explanation:

To address the increase in unsubscribes without eliminating planned emails, the marketer should use a Frequency Split. The Frequency Split activity in Journey Builder helps marketers segment their audience based on how frequently they want to receive emails. By focusing on subscribers who are least likely to unsubscribe, the marketer can continue their email campaigns while reducing the risk of further unsubscribes.

NEW QUESTION #94

When using a mobile-optimized template, what causes the mobile layout to display?

- A. The specific device that is used to view the email
- B. A subscriber attribute that dictates a mobile layout preference
- C. The screen size of the device that is used to view the email
- D. The email client detection tracking pixel

Answer: C

NEW OUESTION #95

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

Answer: C

NEW QUESTION #96

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