

# Reliable Marketing-Cloud-Email-Specialist Test Sample - New Marketing-Cloud-Email-Specialist Test Pattern



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## **Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q118-Q123):**

### **NEW QUESTION # 118**

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. A subscriber was not selected in the Subscriber Preview tab.
- B. The send exceeded the maximum test send threshold.

- C. Test sends are not recorded on the Send Log Data Extension.

**Answer: C**

Explanation:

In Salesforce Marketing Cloud, the Send Log Data Extension is used to record information about actual sends that go out to subscribers. However, test sends and preview sends are not logged in the Send Log Data Extension because they are intended for testing and validation purposes, not actual subscriber communications.

References: Salesforce Marketing Cloud Documentation on Send Logging

#### NEW QUESTION # 119

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. Greeting, First Name, Last Name
- B. Full Name, Introduction, Conclusion
- C. Greeting, Introduction, Conclusion
- D. First Name, Introduction, Conclusion

**Answer: C**

#### NEW QUESTION # 120

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > File Transfer > Import Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > Import Activity > SQL Activity

**Answer: A**

Explanation:

Explanation

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

#### NEW QUESTION # 121

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. SQL Query Activity
- B. Email Send Report
- C. Engagement Split
- D. Group Refresh

**Answer: C**

#### NEW QUESTION # 122

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Use the Split option to temporarily add additional filter criteria.
- B. Copy the data filter and build a new data extension with additional filter criteria.
- C. Copy the filtered data extension and add additional filter criteria.

**Answer: B**

## NEW QUESTION # 123

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