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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q95-Q100):

NEW QUESTION # 95

Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color. Where should NTO be able to see if there has been a lift in the overall likelihood to click?

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

Answer: A

Explanation:

Explanation

Einstein Engagement Scoring is a feature that assigns scores to subscribers based on their likelihood to open, click, or unsubscribe from an email. Marketers can use these scores to segment their audience and optimize their email campaigns. [Source: Trailhead]

NEW QUESTION # 96

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

- A. Delivery Profile
- B. Send Definition
- C. Sender Profile
- D. Send Classification

Answer: A

NEW QUESTION # 97

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Pending tab in Content Builder
- B. Overview tab in email Studio
- C. Tracking tab in Journey Builder

Answer: B

NEW QUESTION # 98

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement. Which two best practices should NTO employ when sending email? (Choose two.)

- A. Use subscriber data to dynamically populate email content.
- B. Set cadence expectations up front with subscribers.
- C. Send multiple emails a day to keep the brand top of mind.
- D. Send generic content to appeal to all audiences.

Answer: A,B

NEW QUESTION # 99

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query. Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- B. Place the audience SQL Query Activity below the exclusion SQL Query Activity.
- C. In the step with the two SQL activities, place a wait step between them.

Answer: A

Explanation:

Explanation

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics]

module on Trailhead.

NEW QUESTION # 100

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