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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q44-Q49):

NEW QUESTION # 44

Northern Trail Outfitters Is building a data extension that will store preference data for the its subscribers.
Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Nullable
- B. Is Sendable
- C. Primary Key

Answer: C

Explanation:

When building a data extension that will be updated by a SQL Query Activity, it is essential to define a Primary Key. This ensures that each record can be uniquely identified, allowing the SQL Query Activity to update the correct records in the data extension. For more details, refer to the Data Extension documentation.

NEW QUESTION # 45

A marketer needs to send emails to the creative team for proofing as part of an email campaign. Which feature should help achieve this as an automatic flow?

- **A. Content Builder Approval Workflow**
- B. Subscriber Preview
- C. Einstein Approval Workflow

Answer: A

Explanation:

Explanation

The feature that should help achieve this as an automatic flow is Content Builder Approval Workflow¹. Content Builder Approval Workflow is a feature that allows the marketer to create, manage, and automate the approval process for email content in Content Builder¹. The marketer can define the approval steps, assign approvers, set deadlines, and track the status of each email content¹. The marketer can also configure the workflow to send email notifications to the approvers and the requestor when an action is required or completed¹. By using Content Builder Approval Workflow, the marketer can ensure that the email content is reviewed and approved by the creative team before sending it to the final audience.

Einstein Approval Workflow is not the correct answer, as it does not help achieve this as an automatic flow. Einstein Approval Workflow is a feature that uses artificial intelligence to analyze and optimize email content based on various factors, such as subject line, tone, sentiment, and readability². The marketer can use Einstein Approval Workflow to get suggestions and feedback on how to improve their email content, but they cannot use it to create or automate the approval process with the creative team.

Subscriber Preview is also not the correct answer, as it does not help achieve this as an automatic flow. Subscriber Preview is a feature that allows the marketer to preview how their email content will look for different subscribers based on their attributes and personalization strings³. The marketer can use Subscriber Preview to check and test their email content for accuracy and consistency, but they cannot use it to create or automate the approval process with the creative team. References := 1: Content Builder Approval Workflow - Salesforce 2: Einstein Approval Workflow - Salesforce 3: Subscriber Preview - Salesforce

NEW QUESTION # 46

Which file type delimiter is available in the Import Wizard? (Choose 3)

- **A. Tab**
- B. Other
- **C. Comma**
- **D. Pipe**
- E. Fixed Length

Answer: A,C,D

NEW QUESTION # 47

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

* Commas

* Tabs

* Pipes

* Tilde

* Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

- A. Tab
- B. Fixed widths
- **C. Comma**
- D. Pipe

Answer: C

NEW QUESTION # 48

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Einstein Engagement Frequency
- B. Sender Authentication Package
- **C. Send Throttling**

Answer: C

Explanation:

Send Throttling is a feature that helps manage large sends by controlling the rate at which emails are sent. By throttling the send, Northern Trail Outfitters can spread the email delivery over a period of time, which helps in managing deliverability and avoiding overwhelming the ISPs. This practice helps maintain a healthy sender reputation and ensures better deliverability metrics. Reference: Salesforce Marketing Cloud Documentation on Send Throttling.

NEW QUESTION # 49

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