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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q149-Q154):

NEW QUESTION # 149

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- **B. Add a description to each asset upon creation.**
- C. Add descriptive tags to each asset upon creation.

Answer: B

NEW QUESTION # 150

NTO just sent an email, html email to the subscribers that contains a link to the wrong landing page for the particular campaign, which option minimizes the impact of this error

- A. have support recall the emails if it has not yet been opened by the subscribers
- B. update the link in the stored email content and it will be in pulled in automatically
- **C. locate the job under my tacking and update the URL in the job links tab**
- D. send another email to same subscriber containing the correct link

Answer: C

NEW QUESTION # 151

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- **A. Content Detective**
- B. Test Send
- C. Subscriber Preview

Answer: A

Explanation:

Content Detective is a tool in Salesforce Marketing Cloud that helps identify words, phrases, and patterns in email content that may trigger spam filters. By running Content Detective before sending an email, the marketing team can get insights and suggestions on how to modify the content to avoid common spam triggers, improving email deliverability.

References: Salesforce Marketing Cloud Documentation on Content Detective

NEW QUESTION # 152

A marketing manager identified an upcoming email campaign for their team to test different subject voices. They want to first test with a pilot group and then send the winning subject line out to the remaining customers. Whoshould path optimizer be configured to handle these requirements?

- **A. Configure a holdback group to be targeted by the winner.**
- B. Select winning path three days after journey activation
- C. Place a Random Split before Path Optimizer for the pilot group.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Path Optimizer and Holdback Groups

NEW QUESTION # 153

A marketer wants to use a filter to create a data extension that includes only records from yesterday.

Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh daily in properties.
- C. Schedule an automation to refresh the filter activity each day.

Answer: C

Explanation:

To ensure that a data extension includes only records from the previous day and is updated with newly added records, the marketer should schedule an automation to refresh the filter activity daily. This approach ensures that the data extension is consistently updated with the latest relevant records, maintaining its accuracy and relevance for campaigns.

References:

* Salesforce Marketing Cloud Documentation on Filter Activity

NEW QUESTION # 154

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