Salesforce Certified Marketing Cloud Email Specialist (SU23)

Salesforce Marketing-Cloud-Email-Specialist

Version Demo

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QUESTION NO: 1

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? (Choose two.)

A. Subscribers who click on a specific link

B. Performance data on the Overview tab

C. Number of clicks from mobile devices

D. Images showing how the email rendered on different devices

ANSWER: B D

QUESTION NO: 2

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

A. SQL Query Activity

B. Segment Activity

C. Filter Activity

D. Data Extract Activity

ANSWER: A C

QUESTION NO: 3

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them.

What should be configured to ensure compliance with this request?

A. Exclusion Script

B. DoNotTrack Attribute

C. Consent Management

ANSWER: B

QUESTION NO: 4

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used?

A. Choose data extension of contacts, and then choose to send “Based on Recipient Test Data Extension.”

B. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.

C. Enter the email addresses to receive proofs, and then choose to send “Based on Subscriber Preview 'myTestData.'”

D. Create a Test data extension that contains the five content variations the two team members need to validate.

ANSWER: A

QUESTION NO: 5

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers.

What feature would allow for easy segmentation?

A. Data Filters

B. Measures

C. AMPscript

D. Query Activities

ANSWER: A

Explanation:

Reference: https://help.salesforce.com/articleView?id=mc_es_data_filters_in_a_group.htm&type=5



Data Filters in a Marketing Cloud Group

You can use data filters to segment subscriber lists by selecting the data filter when you create a group, regardless of whether you use interactions in Email Studio.

The Create Subscriber Group wizard allows you to drag a Data Filter onto the canvas. When you create or refresh the group, the system applies the logic. This logic you created in the data filter to the list you selected to populate the group. The subscriber list and filter definition must exist before you can select them in the group creation wizard.

QUESTION NO: 6

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

A. Mark the field as the Primary Key.

B. Mark the data extension as Sendable.

C. Use Email Address as Subscriber Key.

ANSWER: C

QUESTION NO: 7

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

A. Configure Eastern Content Tagging to automatically tag stock art.

B. Import a metadata tag index for the stock art so the images are searchable

C. Select categories and content type from the import dropdown when importing images.

ANSWER: A

QUESTION NO: 8

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.

Which text should be used for the call-to-action button to drive the most engagement?

A. Download now

B. Download out new mobile app here

C. Out new mobile app

ANSWER: A

QUESTION NO: 9

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript.

Which statement best describes how AMPscript can be used to customize email messages?

A. Automates the template creation process

B. Automates the flow of creating email messages

C. Provides advanced content personalization

D. Inserts responsive content based on the user's viewing device

ANSWER: C

QUESTION NO: 10

A customer is planning to redesign the company website and email design. As part of the email updates, the company plans to keep its logo in the header and start using preheader text.

What two additional best practices could be applied to the company's new email design? (Choose two.)

A. Use of emojis in preheader text

B. Mobile optimized emails

C. Corresponding call-to-action included in primary message

D. A mix of old branding with new branding

ANSWER: B D

QUESTION NO: 11

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

A. Use Journey Builder to build an audience using Ad Studio.

B. Web Studio to capture Query parameters from social media link.

C. Use an interactive form from email Studio to collect this information

ANSWER: B

QUESTION NO: 12

Northern Trail Outfitters (NTO) has been sending email for about 10 years. A new marketing manager noticed NTO's deliverability continually decreased over the last year. NTO wants to grow its existing subscriber base and increase its ROI on email marketing by improving engagement with its subscribers.

Which three strategies will help improve NTO's email deliverability? (Choose three.)

A. Purchase lists from companies that guarantee users have opted in.

B. Authenticate email sending to distinguish it from spammers.

C. Purge old or inactive email addresses.

D. Ensure the spam complaint rate is between 1% and 3%.

E. Encourage subscribers to add the company's sending domain to their address books.

ANSWER: B C E

QUESTION NO: 13

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

A. Preselect email opt-in check boxes at online checkout.

B. Add a “Sign Me Up” form to the homepage.

C. Use a list of email addresses purchased from online vendors.

D. Create an SMS campaign allowing customers to sign up for email.

ANSWER: B D

QUESTION NO: 14

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? (Choose two.)

A. Plan for content to be used cross-channel, eliminating duplicates.

B. Optimize the way content is stored with a naming convention.

C. Import all content up front, rather than piece by piece.

D. Create folders for each type of uploaded content.

ANSWER: A B

QUESTION NO: 15

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder? (Choose three.)

A. Establish a naming convention optimized for search.

B. Create a folder structure prior to importing assets.

C. Import duplicate copies of content for different messages or groups.

D. Focus on creating and importing content for one primary channel.

E. Review permissions and roles for users accessing Content Builder.

ANSWER: A B E

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