

Get Marketing-Cloud-Email-Specialist Braindumps & Marketing-Cloud-Email-Specialist Real Exam Questions [Q163-Q183]



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Q163. Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

- * Manage Data Extension Policies
- * Data Extension Sharing Rules
- * Date/Time Range for Access
- * Shared Data Extension Permissions

Explanation/Reference:

Q164. A small company, with limited resources, has started to use the Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.

What is the optimal way to manage unsubscribes by communication type?

- * Create a Boolean field for each communication type in the data extension and update the Profile Center.
- * Create suppression lists for each communication type, and associate the suppression list on the send definition.
- * Create separate data extensions for each communication type and customize the subscription page.
- * Create publication lists for each communication type, and associate the publication list on the send definition.

Q165. A marketer developed an email with personalized content based on five geographic regions.

- * Northeast-Static image of a lighthouse
- * Southeast-Image carousel of beaches
- * Central-Has no content to display
- * Northwest-Static image of a waterfall
- * Southwest-Expiring coupon

How many Dynamic Content Rules need to be created to accomplish this?

- * 4
- * 5
- * 6
- * 3

Q166. What are two capabilities of Subscriber Preview in Email Studio?

- * Allows you to check personalization for a given subscriber
- * Renders the email based on email client and specific mobile device
- * Will not render Amp script or dynamic content
- * Allows you to view an email in Layout and Plain Text views

Q167. Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

- * Shared Portfolio Items
- * Shared Publication Lists
- * Shared Data Extensions
- * Shared Emails

Q168. Why should a Marketer ensure that field lengths are accurate when creating a data extension? Choose 2 answers

- * To ensure data integrity.
- * To determine the correct data type.
- * To save the data extension.
- * To optimize import process speed.

Q169. What statement accurately dictate the configuration of the orders data extension

- * all field in the data extension are null able
- * the order no field will be a number data type field
- * order no will be used as the primary key

- * customer id will be used a primary key

Q170. What is triggered automation?

- * An automation that is triggered based on a schedule that has been defined
- * An automation that is initiated when a designated value in a data extension is changed
- * An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- * An automation that triggers an email to be sent based on a user Initiated Email definition

Q171. Northern Trail Outfitters (NTO) plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign data extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPscript to reference data in a second, non-sendable data extension named Loyalty Member.

Which field on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

- * Loyalty Member ID
- * Email Address
- * Loyalty Member Status
- * Full Name

Q172. NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

- * The ability to set criteria to segment contacts based on behavior using SQL
- * The ability to extract data from an Audience data extension for analysis
- * The ability to set goals and have the system listen to see if users met the goal
- * The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- * The ability to update or create Salesforce CRM objects or records

Reference:

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

Q173. Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails.

What best practice should NTO employ?

- * Use one file type for all images in the email.
- * Keep total weight with images at 800KB or lower.
- * Increase DPI and file size for image display.
- * Rely on image-only emails to engage subscribers

Q174. Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- * Keep SPAM complaints under 10%
- * Keep SPAM complaints under .01%
- * Make unsubscribe easy and honor immediately
- * Email never mandatory for customer interaction
- * Accurately identify the sender in the header information.

Q175. A marketer send an email to a send able data extension that contains a customer _ id fields with a numeric of data type that relates to the subscribers key and the all subscribers list as a send relationship Which two statements are correct about the emails

send behavior for any subscribers who currently does not exist on the all subscribers list? Choose two answers

- * the subscriber will be added to the all subscribers list with a status of active.
- * if the customer id filled does not exist on all subscribers list the email send will be fail
- * the primary key and demographic data will be added to the all subscriber list
- * the email address and the subscribers key

Q176. Northern Trail Outfitters (NTO) wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive.

Which two techniques could be used? (Choose two.)

- * Include @media query CSS in the email.
- * Include `style=display:block` on all images.
- * Use a Basic, Empty, or Themed Template in Content Builder.
- * Use inline CSS styling on all HTML elements.

Q177. NTO outfitters wants its email to renders mobile and desktop devices. NTO would like the emails to be responsive Which two technique should be used? Choose two answers

- * Request to display block on all images
- * use a basic and thin template in content builder
- * html
- * Include

Q178. When importing data into marketing cloud the list detective is triggered for which of the following?

- * Data Extensions
- * List Model
- * Email Addresses
- * Email Alias

Q179. Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- * A series of A/B tests to determine the number of emails.
- * Automation Studio with three separate Welcome automations.
- * Journey Builder using a Random Split with three branches.
- * Journey Builder using a Decision Split with three branches.

Q180. As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- * SQL Query Activity
- * Filter Activity
- * Group Refresh
- * File Transfer Activity

Q181. Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime

Member list.

Which feature should be used when sending the second email to ensure that the 7,000 subscribers that exist on both lists don't receive the same email twice?

- * Exclusion Script
- * Suppression List
- * Domain Exclusion List
- * Exclusion List

Q182. Select three (3) best practices for interacting with potential and active subscribers?

- * Follow the CAN SPAM Law
- * Always make email opt in required
- * Make unsubscribing easy
- * Make unsubscribing easy, no more than 4 clicks
- * Only use the email address offered

Q183. A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?

- * Change the URL Expiration in Email Administration
- * Update the link using AMPscript
- * Resend the email with the correct link
- * Change the link in Job Links under Tracking

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