

Get 100% Success with Latest Salesforce Marketers Marketing-Cloud-Email-Specialist Exam Dumps Sep 18, 2022 [Q147-Q171]



Get 100% Success with Latest Salesforce Marketers Marketing-Cloud-Email-Specialist Exam Dumps Sep 18, 2022 The Best Marketing-Cloud-Email-Specialist Exam Study Material and Preparation Test Question Dumps NEW QUESTION 147

What does Exact Target do to help protect your data when you log in? Choose 2

- * Authenticate your browser
- * Enter your username and password
- * Click Send Activation Email button
- * You must choose a long password with multiple characters.

NEW QUESTION 148

Northern Trail Outfitters's marketing team includes the nearest store to customers in the template of its emails.

This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.

How could this be achieved?

- * Create a scheduled automation to import the file on a recurring basis with store information.

- * Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- * Create an automation to begin when information changes on a store object using a workflow rule.
- * Create a file drop automation to initiate when the store's data extension is updated via import.

NEW QUESTION 149

A marketing manager wants to provide unique content to each customer in an upcoming email campaign.

Which three features could be used to create individualized content in the email? (Choose three.)

- * Einstein content
- * Dynamic content
- * Specialized content
- * Audience segmentation
- * Personalization strings

NEW QUESTION 150

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- * Campaigns
- * Sender Profile
- * Tabs

NEW QUESTION 151

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the company use?

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

NEW QUESTION 152

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- * Manage Files in File Transfer.
- * Configure Field-Level Encryption in import file.
- * Specify character encoding in import file.

NEW QUESTION 153

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

NEW QUESTION 154

NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

- * Filter Activity
- * Data Filter
- * SQL Query
- * Filtered Group

NEW QUESTION 155

What can you test with A/B Testing?

- * Subject Lines
- * Email Message
- * Content areas
- * From Name
- * Dates and Times sent out
- * All of the above

NEW QUESTION 156

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- * Require that the subscriber refer a friend
- * Personalize email content
- * Send three emails on the first day after sign-up
- * Share the email program's value proposition

NEW QUESTION 157

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior.

Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

- * Filter Activity
- * Random Split
- * Decision Split
- * Engagement Split

NEW QUESTION 158

What information and data about the performance of an individual send can be exported from the tracking details?

- * Subscribers who click on a specific link
- * Images showing how the email rendered on different devices
- * Number of clicks from mobile devices
- * Performance data on the Overview Tab

NEW QUESTION 159

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- * Import File
- * Data Extract
- * SQL Query
- * Filter

NEW QUESTION 160

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer.

When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of Held;.

What is the source of the duplicate subscriber key?

- * Triggered Send Managed Lists
- * Global Unsubscribe List
- * Auto Suppression List

NEW QUESTION 161

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview \$ Test Content Personalization option should be used?

- * Based on Recipient test Data Extension
- * Based on Subscriber Preview List or Data Extension
- * Based on Preview

NEW QUESTION 162

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design.

Which best practice should NTO employ?

- * Reduce line spacing to fit more content on the screen and reduce scrolling.
- * Remove role="presentation" from layout tables to support assistive technologies.
- * Increase the font size (over 16pt) to make the content easier to read.

NEW QUESTION 163

A marketer needs to share report results with a manager.

Which three options could be used to deliver the report to the manager using Reports in Marketing Cloud?

(Choose three.)

- * Save the report as a Snapshot.
- * Text a link to the report.

- * Email the report.
- * Notify the manager with a pop-up.
- * Save the report to an SFTP folder.

Explanation/Reference:

NEW QUESTION 164

If all subscribers reside within a single master data extension, what is the optimal way

to manage unsubscribes by communication type?

- * Create a profile attribute or data extension field for each communication type, and use

a boolean value to capture subscriber status

- * Create suppression lists for each communication type, and associate the suppression

list with the email in the user-initiated send definition

- * Create separate lists or data extensions for each communication type, and create a filter

to segment subscribers into the applicable lists or data extensions

- * Create publications lists for each communication type, and associate the publication

list with the email send in the user-initiated send definition

NEW QUESTION 165

In order to import into an data extension using `“add”` or `“update”` command what must it contain?

- * Primary Key
- * Email address
- * Subscriber Key
- * Subscriber Last name

NEW QUESTION 166

Northern Trail Outfitters (NTO) is implementing the Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over Lists?

Choose 3 answers

- * NTO needs flexible data storage.
- * NTO will be using Journey Builder.
- * NTO is storing product and store data.
- * NTO has fewer than 15 data points.
- * NTO has fewer than 250,000 subscribers.

NEW QUESTION 167

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- * Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.

- * Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- * Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- * Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

NEW QUESTION 168

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?

- * Einstein Engagement Frequency
- * Send Throttling
- * Sender Authentication Package

NEW QUESTION 169

NTO wants to import a file with column names that do not match the field into a data extension what steps is needed to align the file data to the filed names in the data extension

- * Map the attributes in the file
- * Choose the appropriate data format
- * name the new import definition
- * select the delimiting characters

NEW QUESTION 170

Northern Train Outfitters wants to display different content areas based on the subscriber data. What can be used to accomplish this? (Choose 2)

- * Profile Mapping
- * AMPscript
- * Dynamic Content
- * Personalization Strings

NEW QUESTION 171

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key in All Subscribers as a Send Relationship. What is a true statement about the email send behavior for any subscriber who currently does NOT exist in All Subscribers? (Choose 2)

- * The Primary Key and demographic data will be added to All Subscribers
- * The subscriber will be added to All Subscribers with a status of Active
- * The email send will fail
- * The email address and Subscriber Key will be added to All Subscribers

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