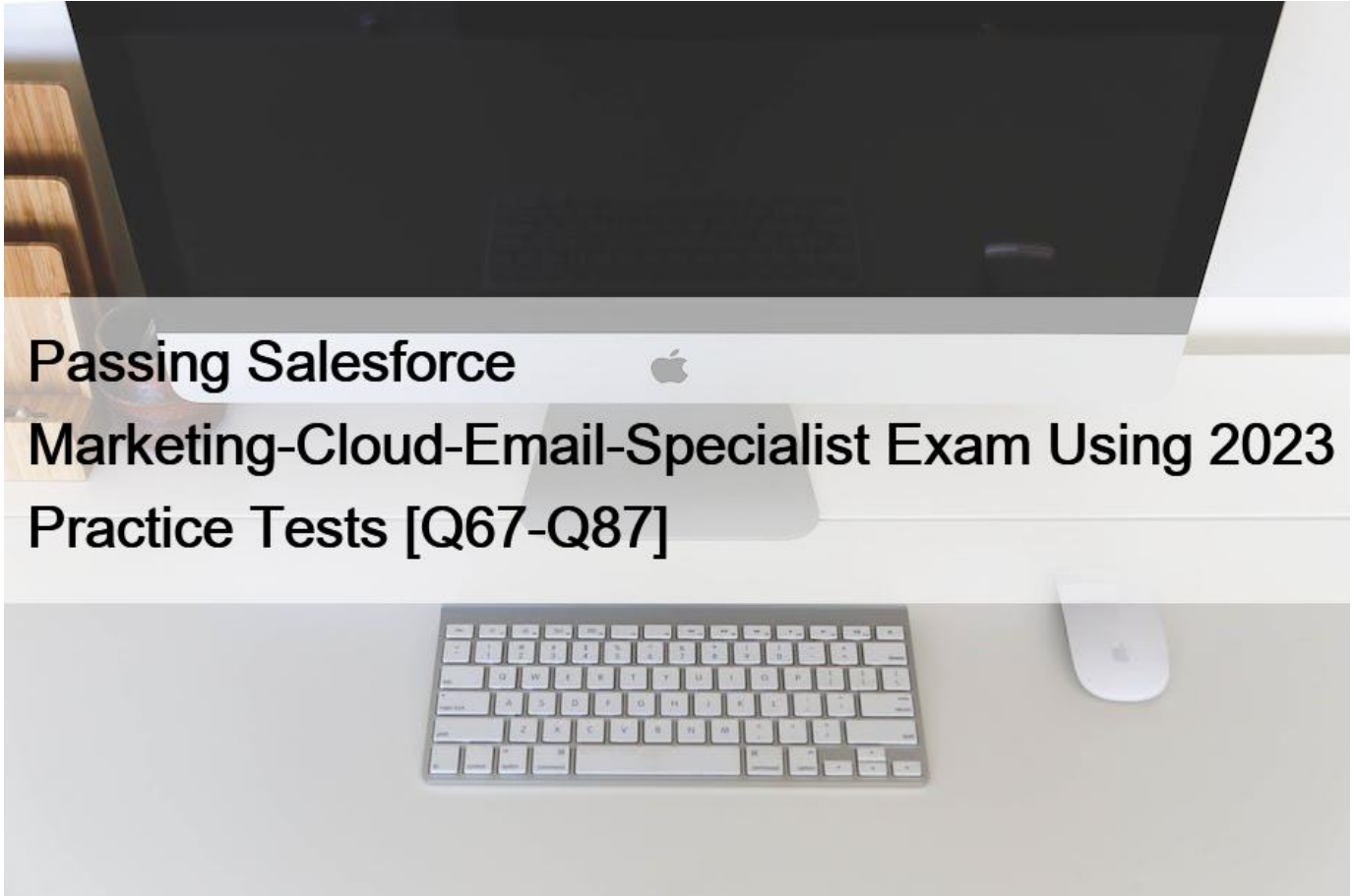


## Passing Salesforce Marketing-Cloud-Email-Specialist Exam Using 2023 Practice Tests [Q67-Q87]



### Passing Salesforce Marketing-Cloud-Email-Specialist Exam Using 2023 Practice Tests Marketing-Cloud-Email-Specialist Study Guide Brilliant Marketing-Cloud-Email-Specialist Exam Dumps PDF NEW QUESTION 67

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

- \* Send earlier in the day to give subscribers more time to check email.
- \* Add a clear, brief, and urgent call-to-action.
- \* Use images, not text, to improve email look and branding.
- \* Include relevant preheader text in every email.

### NEW QUESTION 68

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- \* Mobile Responsive
- \* Responsive Aware
- \* Mobile Aware

#### NEW QUESTION 69

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- \* Responsive Web template
- \* Media template
- \* Mobile-optimized template
- \* Standard template

#### NEW QUESTION 70

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain"?

- \* Soft Bounce
- \* Blocked Bounce
- \* Hard Bounce
- \* Undeliverable

#### NEW QUESTION 71

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?

- \* Automates the template creation process
- \* Provides advanced content personalization
- \* Automates the flow of creating email messages
- \* Inserts responsive content based on the user's viewing device

#### NEW QUESTION 72

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

#### NEW QUESTION 73

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

#### **NEW QUESTION 74**

A marketer wants to grow the company's email subscriber list via social channels and its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- \* Provide an opt-in checkbox on the mobile app registration form
- \* Promote content on social channels that requests an email address
- \* Search Facebook fans' profiles for mail addresses
- \* Send unsolicited requests on Twitter to sign up for email

#### **NEW QUESTION 75**

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- \* Campaign Email Tracking Report
- \* Datorama pivot Table
- \* Tracking Data Extract file transfer

Explanation

A Tracking Data Extract is a type of data extract activity that allows marketers to export tracking data from Marketing Cloud to an external system, such as Azure Blob. A Tracking Data Extract can be configured to include various types of tracking data, such as email sends, opens, clicks, bounces, unsubscribes, etc. A Tracking Data Extract can be combined with a File Transfer activity to transfer the extracted file to the desired location.

#### **NEW QUESTION 76**

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?

- \* Download now
- \* Download our new mobile app here
- \* Out new mobile app

#### **NEW QUESTION 77**

A marketer is using list-based sending, and wants to segment subscribers who have a value of 'EMEA' in the Region Attribute.

What tool will produce this audience?

- \* SQL Query Activity

- \* Audience Builder
- \* Filters
- \* Send Flow

### NEW QUESTION 78

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

- \* Create a list composed of the management team, prepend Test&#8221; to the Subject, and use the Send Flow to send the email to the list.
- \* Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- \* Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend &#8220;Test&#8221; to the Subject, select the data extension, and send the email.
- \* Create a Test data extension composed of the management team and Test Send to the Test data extension.

### NEW QUESTION 79

NTO want to improve email open rate to increase subscriber engagement and improve deliverability, what action should NTO take to increase open rates.

- \* use image not text, to improve email looking and branding
- \* Send early in the day to give subscribers more time to check emails
- \* include relevant pre header text in every mail
- \* add a clear brief and urgent call to action

### NEW QUESTION 80

Which two subscriber audiences can be created by using Measures in a Data Filter? Choose 2 answers

- \* Subscribers who have opened an email in the past 30 days.
- \* Subscribers within a 30-mile radius of a zip code.
- \* Subscribers who have submitted spam complaints in the last week.
- \* Subscribers who have not clicked in the past three months.

### NEW QUESTION 81

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)

- \* Report results delivery location
- \* Report results file format
- \* Error report log location
- \* Date range parameters
- \* Error handling parameters

### NEW QUESTION 82

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.

- \* Test Send
- \* Content Detective
- \* Subscriber Preview

### NEW QUESTION 83

What are the 4 steps to create dynamic content?

- \* Plan
- \* Execute
- \* Preview
- \* Build Rules
- \* Create
- \* Test Send

### NEW QUESTION 84

Why do consumers prefer email marketing? (Choose 3)

- \* Put the consumer in control
- \* Consumers trust brands to respect their preferences.
- \* Customers can manage preferences and unsubscribes.
- \* Between 40-60% of consumers are reading email on their smart phones and the world is going mobile.

### NEW QUESTION 85

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- \* Filter Data Activity
- \* Random Data Extension
- \* SQL query activity

### NEW QUESTION 86

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- \* Add complementary SMS campaigns.
- \* Create more focused segmented lists for messaging.
- \* Focus on action-driven subject lines.

### NEW QUESTION 87

EXAM Question: Describe Global legal compliance guidelines. CAN-SPAM (Controlling the Assault on Non-solicited Pornography and Marketing Act). CAN-SPAM act requires that commercial emails: (Choose 6)

- \* Accurately identify the sender in header info.
- \* Use a subject line that accurately represents the email.
- \* ID message as advertisement unless you have opt-in from subscriber
- \* Include your Physical mailing address
- \* Provide a mechanism to opt-out.
- \* Honor Opt-out requests within 10 days and unsubscribe must be operational for 30 days.

- \* Honor Opt-out within 5 days and unsubscribe must be operational indefinitely.
- \* CAN-SPAM can be ignored.

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