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QUESTION NO: 1

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

Which feature should help achieve this as an automatic flow?

- A. Subscriber Preview
- B. Approval Workflow
- C. Content Builder Approvals

ANSWER: C**QUESTION NO: 2**

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

ANSWER: C**QUESTION NO: 3**

Which three options can be configured when running this report? (Choose three.)

- A. Date range parameters
- B. Error handling parameters
- C. Report results delivery location
- D. Report results file format
- E. Error report log location

ANSWER: A B C

QUESTION NO: 4

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: 5

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. Filtered Group

ANSWER: B D

QUESTION NO: 6

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day. The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

- A. Sending multiple emails in one day
- B. Personalized recommendations

- C. Opting customers in automatically
- D. Preventing customers from opting out

ANSWER: B

QUESTION NO: 7

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

ANSWER: C

QUESTION NO: 8

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the import process.

In which two ways should the data extension and import be configured? (Choose two.)

- A. Select the update type "Overwrite".
- B. Ensure the data extension has a Primary Key.
- C. Select the update type "Add Only".
- D. Select the update type "Add and Update".

ANSWER: B C

QUESTION NO: 9

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights

C. Einstein Messaging Insight**ANSWER: A****QUESTION NO: 10**

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers. Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

ANSWER: A**QUESTION NO: 11**

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? (Choose three.)

- A. Goal setting to have the system listen to see if users met the goal.
- B. Criteria setting to segment contacts based on behavior using SQL.
- C. Updating or creating Salesforce CRM objects or records.
- D. A/B/N testing as part of the workflow to conduct timing and creative tests.
- E. Extracting data from an Audience data extension for analysis.

ANSWER: A C D**QUESTION NO: 12**

A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team. Which two ways should Path Optimizer be configured to select the better subject line? (Choose two.)

- A. Split the audience equally and wait at least seven days to select a winner.
- B. Split the audience equally and automatically choose the winning path based on Open Rate.
- C. Split the audience equally and manually choose the winning path based on Email Engagement Stats.

D. Split the audience equally and configure a holdback population for a control.

ANSWER: B C

QUESTION NO: 13

A marketer needs to share report results with a manager.

Which three options could be used to deliver the report? (Choose three.)

- A. Save the report as a Snapshot.
- B. Text a link to the report.
- C. Email the report.
- D. Notify the manager with a pop-up.
- E. Save the report to an SFTP folder.

ANSWER: A C E

QUESTION NO: 14

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > Send Email
- B. Import File Activity > File Transfer Activity > Send Email
- C. File Transfer Activity > Send Email
- D. File Transfer Activity > Import File Activity > Send Email

ANSWER: D

QUESTION NO: 15

A marketer wants to send the same email with the same send properties in several automations.

Which activity should be created within Automation Studio?

- A. Triggered Send
- B. Send Email
- C. Automated Send
- D. Template Send

ANSWER: C