



Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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NEW QUESTION 1

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber data. Which two types of data can subscribers easily update via the default Profile Center? Choose 2 answers

- A. Data Extension Fields
- B. Email Address
- C. Order History
- D. List Attributes

Answer: BD

NEW QUESTION 2

Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers. How should their data extension be set up?

- A. Create a data extension with email address as the Primary Key and reply date and response fields as nullable.
- B. Create a data extension with email address, reply date, and response fields as nullable.
- C. Create a data extension with email address, reply date, and response fields as non-nullable.
- D. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

Answer: C

NEW QUESTION 3

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter. The second step is to personalize content based on the data that has been collected from subscribers. What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Use a substitution string to populate a subscriber's name in the subject line.
- B. Use a substitution string to populate a photo of the subscriber in the header of the email.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

Answer: BC

NEW QUESTION 4

An email marketer is writing the next send's subject line. What can the marketer do to make the subject line more effective? (Choose 2)

- A. A/B test the effectiveness of different subjects
- B. Include information relevant to the message in the subject line
- C. Include "RE:", "FWD:" "etc." to get reader's attention
- D. Keep the subject text between 50 to 100 characters long

Answer: AB

NEW QUESTION 5

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

- A. Subscriber within a 30-miles radius of a zip code
- B. Subscribers who have submitted spam complaints in the last week
- C. Subscriber who have opened an email in the past 30 days
- D. Subscriber who have not clicked in the past three months

Answer: CD

NEW QUESTION 6

Where can a marketer see the performance summary of a recent email send?

- A. Summary tab
- B. Job Links tab within Tracking
- C. Overview Tab within Tracking
- D. Send Performance Tab

Answer: C

NEW QUESTION 7

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. Email Send Report
- B. Group Refresh
- C. Engagement Split
- D. SQL Query Activity

Answer:

C

NEW QUESTION 8

Which data model should be used to create a Group?

- A. Active Audiences
- B. Data Filters
- C. Lists
- D. Data Extensions

Answer: C

NEW QUESTION 9

Northern Trail Outfitters' 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 can this be achieved?

- A. Create an automation to begin when Information changes on a store object using a workflow rule.
- B. Create a scheduled automation to import the file on a recurring basis with store information.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- D. Create a file drop automation to initiate when the store's data extension is updated via import.

Answer: C

NEW QUESTION 10

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval. Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- B. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D. Create an API-driven process to put the data directly into the data extension when any data is changed.

Answer: A

NEW QUESTION 10

A company has one million subscribers. The company has a Master data extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns. How should the data be updated?

- A. A scheduled automation to import a file containing all of their subscribers.
- B. A scheduled automation to import a nightly file of updated or changed records.
- C. A scheduled automation to occur every 15 minutes to ensure the data is current.
- D. A file drop automation to execute an import every time a record is updated or added.

Answer: D

NEW QUESTION 11

A small company, with limited resources, has started to use 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.

How should they manage unsubscribes by communication type?

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

Answer: D

NEW QUESTION 14

Using measures, what data can a marketer use to segment an audience?

- A. Geographical Data
- B. First Name Attributes
- C. Gender Data
- D. Open Data

Answer: D

NEW QUESTION 16

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

- A. Require that the subscriber refer a friend

- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Answer: BD

NEW QUESTION 20

After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio. Where should this action be initiated in Marketing Cloud?

- A. Contact Builder > Contacts Configuration
- B. Email Studio > All Subscribers
- C. Administration > Contacts
- D. Contact Builder > All Contacts

Answer: A

NEW QUESTION 24

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

- Commas
- Tabs
- Pipes
- Tilde
- Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

- A. Fixed widths
- B. Pipe
- C. Tab
- D. Comma

Answer: D

NEW QUESTION 25

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Answer: AC

NEW QUESTION 29

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Email templates
- B. Preference Management
- C. Portfolio
- D. Data Extensions

Answer: A

NEW QUESTION 34

A marketer would like to improve open rates for weekly email campaign. On which area of email design should the marketer focus?

- A. Envelope content
- B. Footer
- C. Email body
- D. Link Content

Answer: A

NEW QUESTION 36

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?

- A. Import File
- B. Data Extract
- C. SQL Query
- D. Filter

Answer: D

NEW QUESTION 41

Which is a benefit of Quick Send?

- A. Quickly approve Campaign Members for sending.
- B. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.
- C. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D. Quickly send Salesforce emails to leads, contacts, or person accounts.

Answer: B

NEW QUESTION 45

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

- A. Subscriber Key
- B. Subscriber ID
- C. DataRelationship
- D. Send Relationship

Answer: A

NEW QUESTION 47

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- A. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
- B. find each individual with subscriber preview and test send to each individual recipient
- C. create a test data extension composed of the management team and test send to the test data extension
- D. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Answer: D

NEW QUESTION 52

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: AC

NEW QUESTION 53

Northern Trail Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Playbooks/Journey builder
- B. Guided Send
- C. Triggered Emails
- D. Automation Studio

Answer: D

NEW QUESTION 56

Select three true statements about Content Detective?

- A. Scans subject line and email body for spam triggers
- B. Will remove invalid email address
- C. Does not scan HTML code
- D. Offers resolutions

Answer: ACD

NEW QUESTION 59

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers? Choose 3 answers

- A. Email all unsubscribed customers asking for them to opt into email again
- B. Purchase subscriber lists from a reputable data company
- C. Ask customers to opt-in at time of purchase online by creating an account
- D. Ask customers to text their email address to a short code to opt-in
- E. Create a Facebook lead capturing form to gain opt-ins

Answer:

BDE

NEW QUESTION 61

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A. The Customer_ID field in the Data Extension
- B. The Subscriber ID in a System Data View Table
- C. The Email_Address field in the Data Extension
- D. The Email Address Profile Attribute

Answer: A

NEW QUESTION 65

Which feature would a marketer use to build a Send Classification? (Choose 2)

- A. Custom Profile Center
- B. Delivery Profile
- C. Reply Mail Profile
- D. Sender Profile

Answer: BD

NEW QUESTION 68

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Subscriber Group
- B. Send Log
- C. Data Filter
- D. Web Collect

Answer: D

NEW QUESTION 71

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

- A. hyperlinks
- B. from name
- C. send count
- D. subject line

Answer: BD

NEW QUESTION 76

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension. How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

Answer: C

NEW QUESTION 81

Northern Trail Outfitters wants to display the current date in order emails. What could they use to display the date in real-time?

- A. Reference Content
- B. AMPscript
- C. Enhanced Dynamic Content
- D. Live Content

Answer: B

NEW QUESTION 85

A Marketer developed an email with personalized content based on 5 geographical regions;

Northwest - Static Image; Southwest - Image carousel

Central - No content; Northeast - Static image; Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 3
- B. 6
- C. 4
- D. 5

Answer: A

NEW QUESTION 87

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form, NTO would like to require email address and reply date and response for subscriber's completing the form, how should NTO will set the data extension

- A. create a data extension with email address, reply date and response fields as non-null able
- B. crate a data extension with email address reply date and response fields as null able
- C. createthe data extension with email address as the primary key and reply date and response fields as nullable
- D. create a dataextension with email address as non-nullable and reply date and response fields as nullable

Answer: A

NEW QUESTION 90

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

NEW QUESTION 91

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

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

Answer: ADE

NEW QUESTION 94

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

- A. Stack the content in a single column.
- B. Keep copy simple and direct.
- C. Use image-based text for hero graphics.
- D. Cut content to make the message fit above the fold.
- E. Design with the most important content at the top.

Answer: ABE

NEW QUESTION 98

If all subscribers reside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

- A. Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- B. Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C. Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions
- D. Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition

Answer: D

NEW QUESTION 100

Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

- A. From Name, Preheader, and Dynamic Rules
- B. From Name, Sender Profile, and Subject Line
- C. From Name, Sender Profile, and Domain
- D. From Name, Preheader, and Subject Line

Answer: D

NEW QUESTION 104

A marketer would like to improve open rates for weekly email campaigns.

On which area of email design should the marketer focus?

- A. Footer
- B. Email Body
- C. Envelope Content

D. Link Content

Answer: C

NEW QUESTION 107

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

- A. Data Extract Activity
- B. Audience Builder
- C. Drag and Drop Segmentation
- D. Profile Attributes

Answer: B

NEW QUESTION 110

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

- A. Web Paste
- B. Text only
- C. Template Based
- D. HTML Paste

Answer: D

NEW QUESTION 115

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech" How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

Answer: B

NEW QUESTION 120

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.

What are the four elements that are required for the creation of a dynamic content rule?

- A. Preferences, Value, Operator, Lists
- B. Lists, Value, Operator, Images
- C. Customers, Value, Operator, Content
- D. Attribute, Value, Operator, Content

Answer: D

NEW QUESTION 125

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?

- A. Shared Data Extension Permissions
- B. Date/Time Range for Access
- C. Data Extension Sharing Rules
- D. Manage Data Extension Policies

Answer: A

NEW QUESTION 128

Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails. What best practice should NTO employ?

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

Answer: B

NEW QUESTION 131

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. ImportActivity
- B. Import Wizard
- C. API
- D. Query Activity

Answer: ABC

NEW QUESTION 136

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Answer: B

NEW QUESTION 138

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard. What needs to be configured in the Marketing Cloud account?

- A. File Transfer
- B. Data Loader
- C. Enhanced SFTP
- D. Encrypted SFTP

Answer: C

NEW QUESTION 141

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Make the First Name and Last name columns Primary Keys
- B. Ensure the Nullable property is unchecked for the First Name and LastName columns
- C. Check the Nullable property for the First Name and Last Name columns
- D. Set up a default value for the column

Answer: B

NEW QUESTION 144

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Style Block
- B. Code Snippet
- C. Script Activity
- D. Free Form Code Block

Answer: A

NEW QUESTION 146

Which variable can be tested using the A/B testing tool? (Choose 3)

- A. Email content
- B. Pre-header
- C. IP Address
- D. From Name
- E. ISP

Answer: ABD

NEW QUESTION 148

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Answer: B

NEW QUESTION 153

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members. How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template and lock content In the template.

Answer: A

NEW QUESTION 156

Which statement regarding editing an email template is true? (Choose 2) *****

- A. Updating an email to reflect changes made in its template can be done in the email properties
- B. Changes to a template cannot be made once it is saved in the application
- C. Changes to a template are automatically inherited in emails built from that template
- D. A template does not automatically affect emails created from that template

Answer: BD

NEW QUESTION 158

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