



Free Questions for Marketing-Cloud-Email-Specialist by
vceexamstest

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Question 1

Question Type: MultipleChoice

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?

Options:

- A) 4**
- B) 5**
- C) 6**
- D) 3**

Answer:

A

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero images using the naming convention "Hero_CTA."

What are two methods to ensure click behavior on these images is tracked with this naming convention? Choose 2 answers

Options:

- A)** Include an alias attribute in each anchor tag and populate it with 'Hero_CTA.'
- B)** Include 'Hero_CTA' in the Link Tooltip field for each link.
- C)** Add

'Hero_CTA' to the Tracking Alias field for each link.D. Include 'Hero_CTA' in the filename for each Hero image.

Answer:

A

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters' (NTO) marketing team wants to differentiate test emails from live sends by using the words 'For Review' in the subject line of every email sent for testing purposes. What can NTO do to ensure they receive a warning before sending any emails with the words 'For Review' in the subject line?

Options:

- A) Create a validation rule to prevent the sending of test emails to live audiences
- B) Configure Standard Approvals to include select key words for sends

- C) Add the selected key words to Subject/Preheader Validation
- D) Ensure that the administrator enables testable subject lines for send flows

Answer:

C

Question 4

Question Type: MultipleChoice

What is the benefit of using a reference block instead of AMP Script within a template based email in Content Builder?

Options:

- A) The editor shows the content of the referenced block
- B) AMP Script is only allowed in a paste HTML email
- C) A reference block acts as a pointer to an existing block
- D) There is no benefit, as both approaches behave the same

Answer:

A

Question 5

Question Type: MultipleChoice

A link (URL) was sent wrong in an email- How would correct it

Options:

- A) Send a new email with correct link
- B) Pull the emails from the subcibers if they haven't been opened yet
- C) From the Jobs tab- Correct the link and subscribers will be redirected to the correct link

Answer:

C

Question 6

Question Type: MultipleChoice

What are two capabilities of Subscriber Preview in Email Studio?

Options:

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

Answer:

A, D

Question 7

Question Type: MultipleChoice

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

Options:

- A) To ensure data integrity.
- B) To determine the correct data type.
- C) To save the data extension.
- D) To optimize import process speed.

Answer:

A, D

Question 8

Question Type: MultipleChoice

A marketer is designing an email and wants to add extra messaging before the body of the email that will be displayed when an email client previews the message. What would the marketer use?

Options:

- A) Landing Page
- B) Subject Line
- C) Preheader
- D) Promotional Text

Answer:

C

Question 9

Question Type: MultipleChoice

Which feature can segment on behavioural data?

Options:

- A) Data Extension
- B) Data Filter
- C) Import Activity

D) Tracking

Answer:

B

Question 10

Question Type: MultipleChoice

What is a best practice regarding the on boarding of new subscribers? Choose 2 answers

Options:

- A) The number of emails in a welcome series depends on the brand and the information new subscribers need to Know
- B) The first welcome email should be sent within four to seven days of signing up.
- C) The email content should be based on acquisition source and customer history.
- D) The first welcome email does not need to include an unsubscribe link.

Answer:

A, D

Question 11

Question Type: MultipleChoice

Northern trail outfitters would like to send shipping email notifications to members, shipping fulfillment data is included in a file which is moved at frequent intervals to folder on NTO's Enhanced FTP Account.

Which Solution can be used to achieve this?

Options:

- A) Import Activity
- B) Triggered Email in Email Studio
- C) File Drop Event in journey Builder
- D) File Drop automation in Automation Studio

Answer:

D

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