



**Free Questions for Marketing-Cloud-Email-Specialist by
certsdeals**

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Question 1

Question Type: MultipleChoice

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

Options:

- A- Select the Recurring schedule type for the entry source in Journey Builder.
- B- Schedule and activate Triggered Sends for the messages in the journey.
- C- Select an automation to populate the Entry Source Data Extension.

Answer:

A

Question 2

Question Type: MultipleChoice

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

Options:

A- Send Performance Tab

B- Email Overlay View

C- Tracking Conversions Tab

Answer:

B

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

Options:

- A- Make the Customer Key more descriptive.
- B- Leverage Einstein for content tagging.
- C- Use nested tags to create hierarchies.

Answer:

B

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

Options:

- A- Leverage templates with AMPscript.
- B- Leverage Enhanced Dynamic Content.
- C- Leverage Multilingual Content Blocks.

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers.

Which metric should be analyzed as a possible indicator of bad sender reputation?

Options:

A- Send volume

B- Click rate

C- Block bounces

Answer:

C

Explanation:

A decrease in open rate across all email campaigns could indicate a problem with sender reputation, which is the reputation of an organization's email domain or IP address. One of the key indicators of a bad sender reputation is an increase in block bounces.

Block bounces occur when an email server blocks an email from being delivered because it believes the sender's IP address or domain has a poor reputation. This can happen if the email server has received a high number of spam complaints, bounced messages, or unsubscribes from recipients of emails sent from that IP address or domain.

Block bounces are a metric that can be analyzed to identify a possible problem with sender reputation, it's important to monitor this metric and take action to address any issues.

Other metrics such as send volume and click rate are important to monitor, but they are not directly related to sender reputation. Send volume could affect the deliverability of your emails, but it's not a direct metric to measure sender reputation. Click rate, can indicate how engaged your audience is but again it's not related to sender reputation.

References:

Sender Reputation: What It Is and How to Improve It (<https://www.campaignmonitor.com/blog/email-marketing/2021/07/sender-reputation-what-it-is-and-how-to-improve-it/>)

Email Deliverability: Why Block Bounces Matter (<https://www.campaignmonitor.com/blog/email-marketing/2018/08/email-deliverability-why-block-bounces-matter/>)

Question 6

Question Type: MultipleChoice

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

Options:

- A- Add assets to folders upon creation.
- B- Add descriptive tags to each asset upon creation.
- C- Add a description to each asset upon creation.

Answer:

C

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