



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

Shared by Park on 22-07-2024

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Question 1

Question Type: MultipleChoice

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

Options:

- A- Report Scheduling In Datorama Reports
- B- File Transfer Activity in Automation Studio
- C- Report Definition Activity In Automation Studio

Answer:

C

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience.

Which tool should provide a list of subscribers who didn't receive the expected emails?

Options:

A- _sent Dataview

B- 'Subscribers Not Sent To*' report

C- Not Sent Tracking Extract

Answer:

B

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

Options:

- A- Use a Guided Send to perform a test send to Internal users using subscriber data.
- B- Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C- Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

Answer:

B

Question 4

Question Type: MultipleChoice

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

Options:

- A- Journey Builder - Journey History
- B- Datorama Reports - Journey Performance
- C- Reports - Journey Engagement

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

Options:

- A- An automation that deletes old data extensions, emails, and reports
- B- An automation that contains several recurring emails and decisioning points
- C- An automation that Imports subscriber data regularly and updates key data extensions

Answer:

C

Explanation:

As a good first step, Northern Trail Outfitters should create an automation that imports subscriber data regularly and updates key data extensions. This will enable NTO to automate their email marketing and ensure that their data is always up-to-date. Additionally, this automation can be used to trigger other processes, such as sending emails or creating reports.

Reference:https://help.salesforce.com/articleView?id=mc_es_automation_studio_overview.htm&type=5

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

Options:

A- Delivery Profile and AMPscript Lookup

B- Send Classification and Subscriber Attributes

C- Sender Profile and AMPscript Lookup

Answer:

B

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