

MARKETING-CLOUD-EMAIL- SPECIALIST^{Q&As}

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QUESTION 1

A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. Which tool will produce the audience?

- A. Audience Builder
- B. Drag and Drop Segmentation
- C. Query Activity
- D. Guided Send

Correct Answer: B

QUESTION 2

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send. Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Ensure email is CAN-SPAM compliant.
- C. Remove the bounced addresses before the next send.

Correct Answer: C

QUESTION 3

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

Correct Answer: D

QUESTION 4

Northern Trail Outfitters (NTO) has rolled out changes to its CTA button color. Where should NTO be able to see if there has been a lift in overall likelihood to click?

- A. Einstein Engagement Frequency
- B. Einstein Engagement Scoring
- C. Einstein Messaging Insights

Correct Answer: B

QUESTION 5

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension. How should the marketer use low-code to create this segment?

- A. Create a data filter on the data extension.
- B. Filter the .csv file before import.
- C. Write a query to create a filtered data extension.

Correct Answer: B

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