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# MARKETING-CLOUD-EMAIL-SPECIALIST<sup>Q&As</sup>

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### QUESTION 1

A team wants to import a file with column names that do not match the fields into a data extension.

What step is needed to align the file data to the field names in the data extension?

- A. Choose the appropriate date format.
- B. Name the new import definition.
- C. Map the attributes in the file.
- D. Select the delimiting character.

Correct Answer: C

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### QUESTION 2

Northern Trail Outfitters has Content Builder Approvals enabled. An email is approved and scheduled, but an error is found that was missed by the approver. What action should be taken to prevent the email from sending?

- A. Cancel the scheduled send
- B. Refresh the email before it is sent
- C. Withdraw approval of the email
- D. Make needed change to the email

Correct Answer: A

Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_es\\_cancel\\_scheduled\\_send.htm&language=en\\_US&sr=1&url\\_\\_source=https%3A%2F%2Fwww.google.com%2F&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_es_cancel_scheduled_send.htm&language=en_US&sr=1&url__source=https%3A%2F%2Fwww.google.com%2F&type=5)

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### QUESTION 3

Following a batch email send, Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- B. Navigate to the JobLinks tab in My Tracking and update the URL.
- C. Navigate to URL Expiration in Setup and update the URL.

Correct Answer: B

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### QUESTION 4



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?

(What is the optimal way to 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.

Correct Answer: D

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#### QUESTION 5

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement. Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Use a large sample size.
- C. Wait at least 24 hours before declaring a winner.
- D. Test multiple variations concurrently.

Correct Answer: BC

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