PassQueen
a.k.a dumpsqueen.com

Salesforce Certified Marketing Cloud Email Specialist

Salesforce Marketing-Cloud-Email-Specialist

Version Demo

Total Demo Questions: 39

Total Premium Questions: 398

Buy Premium PDF

Topic Break Down

Topic	No. of Questions
Topic 1, Email Marketing Best Practices	45
Topic 2, Email Message Design	37
Topic 3, Content Creation and Delivery	66
Topic 4, Marketing Automation	97
Topic 5, Subscriber and Data Management	97
Topic 6, Insights and Analytics	56
Total	398

QUESTION NO: 1

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.

What tools should be used to accomplish this?

A. Journey Builder Fire Event Entry Source

B. Automation Studio Schedule Starting Source

C. Automation Studio File Drop Starting Source

D. Journey Builder Import Activity Entry Source

ANSWER: C

Explanation:

Automation Studio File Drop Starting Source is correct because it starts an automation in response to a file arriving in the configured Enhanced FTP/SFTP location, rather than at a fixed time. This is appropriate when a provider delivers a daily file but the delivery time is unpredictable. The file-drop configuration identifies the expected file name or naming pattern and the FTP location to monitor. When Marketing Cloud detects a matching file, it initiates the automation, which can then use an Import Activity to load the file into the intended data extension. This event-driven approach avoids selecting a schedule that could run before the provider uploads the file or require repeated polling throughout the day. The automation can also include subsequent activities, such as SQL queries, data extracts, or sends, after the import has completed. Salesforce documents file-drop automations as an Automation Studio starting source designed to trigger processing when files are available in the account's FTP location. See Salesforce Help: File Drop Automations and Salesforce Help: Import Activities.

QUESTION NO: 2

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.

What are two effective methods to acquire new subscribers? (Choose two.)

A. Require customers to provide their email address when calling customer service.

B. Create an in-store SMS campaign that offers a discount for opting in.

C. Have customers opt in to email before they can shop online.

D. Ask for an email address when a customer makes a purchase in-store.

ANSWER: B D

Explanation:

Creating an in-store SMS campaign that offers a discount for opting in is an effective acquisition method because it gives customers a clear, immediate value exchange for voluntarily providing consent. The in-store setting also creates a relevant opportunity to present the offer while the customer is already engaged with the brand. Consent should be captured clearly, with the customer understanding what messages they will receive and how to unsubscribe.

Asking for an email address when a customer makes a purchase in-store is also effective because the transaction is a natural point to invite an interested customer to join the brand's email program. Staff or point-of-sale workflows can present the benefits of subscription, such as receipts, offers, loyalty updates, or product information, while recording the customer's explicit permission and communication preferences. These approaches build a permission-based audience using transparent opt-in experiences, which supports deliverability, engagement, and sustainable list growth. Salesforce recommends using permission-based marketing practices and managing subscriber consent and preferences appropriately. See Salesforce: Permission-Based Marketing and Salesforce: Subscription Centers.

QUESTION NO: 3

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

A. Define a goal for each journey.

B. Review opens and clicks activity summaries.

C. Export the journey email analytics

ANSWER: A

Explanation:

Define a goal for each journey. Journey Builder goals provide a business-outcome measure for the entire journey, rather than limiting evaluation to engagement with an individual message. For a welcome journey, the marketer can configure a goal that reflects the desired customer action after onboarding, such as making a first purchase or reaching a qualifying audience or data state. For a post-purchase journey, the goal can reflect a relevant follow-up outcome, such as another purchase, loyalty enrollment, or another conversion event captured in Marketing Cloud data. Once configured, Journey Builder can use the goal criteria to show how many contacts achieved that outcome and the journey's goal performance. This gives the marketer a consistent way to assess whether each automated journey is accomplishing its intended purpose and to compare results over time. Goals should be identified before or while designing the journey, with the underlying conversion data and entry or update process available in Marketing Cloud. Salesforce describes Journey Builder goals as a way to track whether contacts complete a desired action during a journey. See Salesforce Help: Journey Goals and Salesforce Help: Journey Builder.

QUESTION NO: 4

Northern Trail Outfitters (NTO) has been sending email for about 10 years. A new marketing manager noticed NTO's deliverability continually decreased over the last year. NTO wants to grow its existing subscriber base and increase its ROI on email marketing by improving engagement with its subscribers.

Which three strategies will help improve NTO's email deliverability? (Choose three.)

A. Purchase lists from companies that guarantee users have opted in.

B. Authenticate email sending to distinguish it from spammers.

C. Purge old or inactive email addresses.

D. Ensure the spam complaint rate is between 1% and 3%.

E. Encourage subscribers to add the company's sending domain to their address books.

ANSWER: B C E

Explanation:

Authenticating email sending to distinguish it from spammers is a core deliverability practice because authentication lets receiving mailbox providers verify that messages are authorized by the sending domain. Salesforce Marketing Cloud recommends configuring sender authentication, including domain authentication, to establish trust and support reliable inbox placement. Purging old or inactive email addresses also improves sending quality: repeatedly mailing unengaged addresses can reduce engagement signals and may lead to deliveries to abandoned accounts, which can damage sender reputation. NTO should use engagement data and its retention policies to manage inactive subscribers responsibly while maintaining appropriate consent records. Encouraging subscribers to add the company's sending domain to their address books helps mailbox providers recognize that recipients value the sender's messages. This positive relationship can support inbox placement and reduces the likelihood that desired mail is treated as unsolicited. Together, authenticated infrastructure, a well-maintained and engaged subscriber population, and recipient recognition of the sender address directly support a healthier sending reputation and better email-program ROI. See Salesforce guidance on Sender Authentication and its email deliverability best practices.

QUESTION NO: 5

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

A. Data Filter

B. Filter Activity

C. SQL Query Activity

D. Filtered Group

ANSWER: A B

Explanation:

Data Filter is the appropriate point-and-click tool for defining and validating segmentation criteria without writing SQL. A marketer can select the relevant data source and attributes, apply conditions through the visual filter interface, and review the matching records to confirm that the intended subscribers qualify. This makes it suitable for testing the segmentation logic before operationalizing it.

After the criteria have been validated, a **Filter Activity** can use the saved filter definition as part of an Automation Studio workflow. The activity evaluates the filter when the automation runs and writes the resulting audience to a target data extension. Scheduling the automation enables the segment to be refreshed repeatedly as source data changes, providing a maintained, current audience for later sends or journeys. Together, these tools separate the practical tasks of visually building and testing the rules, then executing those rules on an automated schedule. Salesforce describes filter activities as Automation Studio activities used to filter data extensions and write qualifying records to a target data extension. See Salesforce Automation Studio activities documentation and Salesforce data filters documentation.

QUESTION NO: 6

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance. In which two ways can they avoid emails being blocked or marked as spam? (Choose two.)

A. Use a clear “From” name that is easily recognized.

B. Include a physical mailing address of the company.

C. Use animated emojis in subject lines to draw the eye.

D. Include a “Contact Us” link in the footer.

ANSWER: A B

Explanation:

Using a clear “From” name that is easily recognized is appropriate because recipient recognition is central to trustworthy commercial email. A recognizable sender identity helps subscribers associate the newsletter with the brand they opted in to receive, reducing confusion and the likelihood that recipients report the message as spam. CAN-SPAM requires commercial email header information, including sender and routing information, to be accurate and not misleading. Clear sender identification also supports mailbox-provider trust and sound deliverability practices.

Including a physical mailing address of the company is an explicit CAN-SPAM requirement for commercial email. The address may be a current street address, a post-office box registered with the U.S. Postal Service, or a private mailbox registered with a commercial mail-receiving agency. Providing it establishes a legitimate physical presence and gives recipients required information about the sender. For a recurring newsletter, NTO should consistently include this information in the email footer, together with the legally required ability to opt out, and honor opt-out requests promptly. The U.S. Federal Trade Commission’s CAN-SPAM compliance guide describes the accurate-header and physical-address requirements. Salesforce also outlines sender identity and permission-based sending practices in its email deliverability guidance.

QUESTION NO: 7

A marketer is building a journey that must wait three days after a welcome email and then hold contacts until a specified campaign date.

Which two Wait Activity configurations should the marketer use? (Choose two.)

A. Wait by Duration

B. Wait Until Date

C. Decision Split

D. Engagement Split

ANSWER: A B

Explanation:

Wait by Duration is correct because it pauses each contact for a defined amount of time, such as three days after the welcome email is sent.

Wait Until Date is also correct because it holds contacts until a specified date or date attribute is reached. This is useful when contacts should receive a later communication on a common campaign date or an individual date associated with the contact.

A Decision Split evaluates criteria to route contacts, and an Engagement Split evaluates engagement with a prior email. Neither is used to pause contacts for a specified period or date. Salesforce provides Journey Builder activity guidance in its Create a Journey Trailhead module.

QUESTION NO: 8

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions.

Which object should be used?

A. Publication List

B. Suppression Lists

C. Exclusion Lists

ANSWER: A

Explanation:

Publication List is correct because it supports subscription preferences, often called an opt-down model, in Marketing Cloud Engagement. A publication list represents a category or type of commercial email, such as promotions, event announcements, or product updates. When a contact uses a Subscription Center, they can choose to unsubscribe from specific publication lists while remaining subscribed to other email categories and, where applicable, remaining active at the enterprise or account level.

This capability is particularly appropriate when an organization sends to audiences stored in data extensions. Data extensions can define the audience for an individual send, while publication-list subscription status is evaluated as part of sendability and subscriber preference management. The Subscription Center can display the available publication lists and save each subscriber's choices, allowing the organization to respect those selections in future sends. This gives NTO a manageable way to offer granular email preferences without requiring contacts to fully unsubscribe from every marketing communication. Salesforce describes publication lists as the mechanism for managing subscription status by communication category and using preference centers to capture those choices. See Salesforce Help: Publication Lists and Trailhead: Marketing Cloud Subscriber Data Management.

QUESTION NO: 9

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which two tools could be used to segment the data? (Choose two.)

A. Data Extract Activity

B. SQL Query Activity

C. Send Definition

D. Filters

ANSWER: B D

Explanation:

SQL Query Activity and **Filters** can both be used to create the audience segments required for this campaign. A SQL Query Activity is appropriate when segmentation requires working across the two data extensions. Because Customer Number is a primary key in each extension, it provides a reliable field for joining or comparing the records. The query can select customers by treatment type, upcoming service date, or other campaign criteria, and write the resulting audience to a target data extension for sending. It can also support more detailed logic, such as determining which customers qualify for one reminder versus two reminders.

Filters provide a declarative way to segment data extension records using defined field conditions. A filter can identify a subset of customers meeting criteria relevant to a reminder, such as a particular service category or scheduled-treatment window. The resulting filtered data extension can then be used as a sendable audience. Together, these tools support either straightforward rule-based segmentation through filters or cross-data-extension and more advanced segmentation through SQL. Salesforce documents SQL Query Activities and filtering as methods for selecting and preparing data extension audiences in Marketing Cloud Engagement.

References: Salesforce: Create a Query Activity; Salesforce: Create a Filter Activity.

QUESTION NO: 10

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard.

What needs to be configured in the Marketing Cloud account?

A. File Transfer

B. Data Loader

C. Enhanced SFTP

D. Encrypted SFTP

ANSWER: C

Explanation:

Enhanced SFTP is the required account configuration because it provides the secure file-storage location that Marketing Cloud can use for both automated and user-initiated import processes. For nightly imports, a file can be placed in the Enhanced FTP/SFTP directory and an Automation Studio import activity can be scheduled to retrieve and load that file into a data extension at the required time. The same managed file location also supports operational file handling within Marketing Cloud, giving users a consistent place to work with import files when using the Import Wizard.

Enhanced SFTP is provisioned for the Marketing Cloud account and supplies the connection details and folder structure needed for secure file exchange. Once configured, credentials can be used by an external system to deliver the nightly file, while Marketing Cloud users can manage import-related files through the platform's supported import workflow. This configuration is therefore the foundation that enables both recurring, unattended imports and manual import operations without requiring separate file-hosting solutions. Salesforce's guidance on Marketing Cloud file locations and import activities is available in the Enhanced FTP accounts documentation and the Import Activity documentation.

QUESTION NO: 11

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter. The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

A. Use a substitution string to populate a subscriber's name in the subject line.

B. Use a substitution string to populate a photo of the subscriber in the header of the email.

C. Change the color of the email background to match their subscribers' preferred color of choice.

D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

ANSWER: A D

Explanation:

Using a substitution string to populate a subscriber's name in the subject line is an effective personalization technique because it uses stored subscriber data to make the message immediately recognizable and more personally relevant at the point of inbox engagement. In Marketing Cloud Engagement, personalization strings can dynamically insert attribute values from a sendable data source, such as a first name, into subject lines and email content. This lets NTO tailor each send without manually creating separate messages for every audience member.

Creating content tailored to subscribers' interests and using dynamic rules to populate relevant content further improves relevance because each subscriber can receive the version of a newsletter that matches the preferences, behaviors, or profile attributes NTO has collected. Dynamic content rules evaluate subscriber data at send time and display the appropriate content block for that individual. Combined with segmentation, this approach supports a scalable one-to-one experience: subscribers receive both a personalized message introduction and articles, products, or offers aligned with their demonstrated interests. Salesforce documents personalization strings and dynamic content as core tools for delivering individualized email experiences. See Salesforce Help: Personalization Strings and Salesforce Help: Dynamic Content.

QUESTION NO: 12

Northern Trail Outfitters (NTO) is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions. Which three considerations did the consultant take into account when recommending a data extension-based model over lists? (Choose three.)

A. NTO is storing product and store data.

B. NTO has fewer than 250,000 subscribers.

C. NTO has fewer than 15 data points.

D. NTO needs flexible data storage.

E. NTO will be using Journey Builder.

ANSWER: A D E

Explanation:

NTO is storing product and store data, **NTO needs flexible data storage**, and **NTO will be using Journey Builder** are the relevant considerations for a data extension-based model. Data extensions support storing information beyond a basic subscriber profile, including relational business data such as product catalogs, store locations, purchase-related attributes, and other custom records. Their configurable fields and data types give NTO the flexibility to define a structure that fits its own data model rather than being limited to a simple subscriber-list structure.

Data extensions are also designed for more advanced Marketing Cloud use cases. They can be used as entry sources and supporting data in Journey Builder, allowing NTO to inject contacts into journeys based on records and attributes maintained in a data extension. This approach supports personalized, data-driven messaging by making custom profile and business data available for segmentation, automation, and journey orchestration. Salesforce describes data extensions as tables that contain subscriber and other data, and documents their use throughout Journey Builder workflows. See Salesforce Help: Data Extensions and Salesforce Help: Journey Builder Entry Sources.

QUESTION NO: 13

Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

A. Send earlier in the day to give subscribers more time to check email.

B. Add a clear, brief, and urgent call-to-action.

C. Use images, not text, to improve email look and branding.

D. Include relevant preheader text in every email.

ANSWER: D

Explanation:

Include relevant preheader text in every email is correct because the preheader is prominent inbox content that subscribers commonly see alongside, or immediately below, the sender name and subject line before opening an email. A concise, relevant preheader adds meaningful context, reinforces the message promised by the subject line, and gives the recipient an additional reason to open. For example, a subject line announcing new hiking gear can be supported by preheader text that highlights a limited-time offer, a key product benefit, or the most relevant next detail. This makes the inbox preview more informative and compelling while setting an accurate expectation for the email content.

In Marketing Cloud, preheader text can be specified in the email's properties and should be intentionally written rather than allowing boilerplate copy or navigation text to populate the preview. This practice supports engagement by helping recipients quickly assess message relevance, which is central to maintaining a healthy, permission-based email program. Salesforce's email guidance emphasizes optimizing inbox-facing elements, including subject lines and preheaders, to improve subscriber engagement. See Salesforce Trailhead: Create Effective Emails and Salesforce Help: Email Properties.

QUESTION NO: 14

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings.

What email best practice should be used?

A. Personalize the email content.

B. Send to the entire subscriber base.

C. Limit the email text to 250 words.

D. Use an infographic email template.

ANSWER: A

Explanation:

Personalize the email content is the appropriate best practice because a targeted campaign should make its message relevant to the recipient. In Marketing Cloud Engagement, personalization can use subscriber and customer data—such as a name, location, preferences, past purchases, or loyalty status—to tailor subject lines, preheaders, copy, images, offers, and calls to action. For Northern Trail Outfitters' winter launch, this could mean presenting cold-weather gear suited to a subscriber's climate, referencing categories they have shown interest in, or featuring products related to prior purchases. Relevant content makes the campaign feel more useful and timely, helping improve engagement and supporting a stronger customer experience. Personalization should be based on accurate, permissioned data and should use dependable fallback values so the message remains complete when a data attribute is unavailable. Marketing Cloud Engagement supports this through personalization strings, profile attributes, and data-extension fields that can dynamically populate email content at send time. Salesforce's guidance on creating personalized messages is available in Trailhead: Create Personalized Messages. Additional implementation guidance is available in Salesforce Help: Personalization Strings.

QUESTION NO: 15

A marketer is creating a SQL Query Activity to identify subscribers who clicked a campaign email but did not make a purchase. Purchase data is stored in a customer data extension.

Which two system data views can the marketer use to identify the email-click activity and the recipients of the send? (Choose two.)

A. _Click

B. _Sent

C. _Open

D. _Bounce

ANSWER: A B

Explanation:

_Click is correct because it contains subscriber-level click tracking records for tracked links in Marketing Cloud Engagement email sends. The marketer can use it to identify subscribers who clicked the campaign email and apply campaign, job, and date criteria as needed.

_Sent is also correct because it contains records for subscribers to whom a send was initiated. It can be joined with click activity and the customer purchase data extension using subscriber and job-related fields to construct the intended audience. The **_Open** data view tracks opens rather than clicks, while **_Bounce** tracks delivery failures. See Salesforce's system data views reference.

QUESTION NO: 16

A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks. Which two A/B test options should be used? (Choose two.)

A. The test administrator manually selects the version to send to the remainder.

B. The test administrator selects the desired audience test segment sizes.

C. The system automatically sends the winning version to the remainder audience.

D. The test administrator chooses which subscribers to place in each audience.

ANSWER: A B

Explanation:

The test administrator selects the desired audience test segment sizes because an A/B test needs a defined portion of the overall audience to receive each creative version before the remaining subscribers are sent a selected version. Choosing appropriate test segment sizes provides enough recipients in each group to produce meaningful click and downstream conversion data, while retaining an audience for the final send.

The test administrator manually selects the version to send to the remainder because the stated business outcome is sales conversion, along with an assessment of whether conversion performance correlates with clicks. Marketing Cloud can report email engagement such as clicks, but a marketer may need to review sales or conversion data from connected reporting, tracking, or external commerce systems before deciding which creative is the true business winner. Manual winner selection preserves that decision for the administrator after reviewing both the email-test results and the relevant conversion measures. Salesforce describes A/B testing setup and winner-selection methods in its Marketing Cloud A/B testing documentation and provides implementation guidance in the Create and Send an A/B Test Email Trailhead unit.

QUESTION NO: 17

An account will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension? (Choose two.)

A. Set the column with Subscriber Key as Primary Key

B. Set the Email address column as Primary Key

C. Relate the Email Address to Subscriber Key

D. In Properties, check the “Is Sendable” option

ANSWER: A D

Explanation:

“Set the column with Subscriber Key as Primary Key” is correct because the external system supplies a unique identifier for every subscriber. Making that Subscriber Key field the data extension’s primary key enforces uniqueness within the data extension and provides a stable identifier for each record. A Subscriber Key is preferable to relying on an email address as the record’s identity because subscriber email addresses can change, while the external identifier is intended to consistently identify the person or record.

“In Properties, check the “Is Sendable” option” is also correct because a data extension must be configured as sendable before it can be selected as the audience for an email send. When the marketer enables this setting, Marketing Cloud defines the send relationship between a field in the data extension and the relevant subscriber identity in All Subscribers. The marketer should use the Subscriber Key field for that subscriber identity relationship and select the email-address field as the address used for delivery. This configuration supports reliable subscriber tracking, subscription-status evaluation, and send processing for campaign recipients. Salesforce’s data-extension guidance and subscriber-key documentation describe these concepts: Create a Data Extension and Subscriber Key.

QUESTION NO: 18

Which three options can be configured when running this report? (Choose three.)

A. Date range parameters

B. Error handling parameters

C. Report results delivery location

D. Report results file format

E. Error report log location

ANSWER: A B C

Explanation:

When the report is run, **Date range parameters**, **Error handling parameters**, and **Report results delivery location** are configurable execution settings. Date range parameters define the reporting period, ensuring that the output reflects the intended period of subscriber, send, or tracking activity. Error handling parameters control how the report process responds if it encounters a processing issue, which is particularly important for automated or scheduled reporting workflows. The report results delivery location determines where the completed output is sent or made available, allowing the report to be incorporated into an organization's established operational process.

These settings address the core operational needs of a report run: defining the data scope, managing execution exceptions, and routing the generated results. Salesforce Marketing Cloud reporting supports reporting workflows that can be run and delivered according to configured report settings, enabling marketers to distribute report outputs consistently and use them for analysis or downstream processes. For Salesforce guidance on Marketing Cloud reporting capabilities, see Salesforce Help: Reports in Marketing Cloud and Trailhead: Marketing Cloud Reports.

QUESTION NO: 19

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

A. Append

B. Overwrite

C. Add and Update

ANSWER: B

Explanation:

Overwrite is the appropriate import action because the incoming daily file represents the complete, current population of customers who qualify as active. With an overwrite import, Marketing Cloud Engagement removes the existing rows in the target data extension and replaces them with the rows from the new file. As a result, a customer who was present in yesterday's file but no longer meets the active criteria today is not retained simply because that customer existed in a prior import. This keeps the data extension synchronized to the daily source-of-truth snapshot and ensures it contains only customers currently classified as active. This approach is especially important when the source feed is intentionally eligibility-based rather than a list of only new or changed records. Salesforce describes import activities and their available data actions in its Marketing Cloud Engagement data-management learning material: Import Data. For additional guidance on working with data extensions and maintaining current subscriber data for messaging, see Marketing Cloud Engagement Data Extensions.

QUESTION NO: 20

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices. Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices? (Choose two.)

A. Ask the subscriber to log in to the Preference Center to confirm opt-out.

B. Include an unsubscribe link in the header or footer of emails.

C. Ensure opt-out mechanisms are operational for at least 30 days post-send.

D. Process every individual's unsubscribe request within 14 business days.

ANSWER: B C

Explanation:

Include an unsubscribe link in the header or footer of emails is correct because CAN-SPAM requires a clear and conspicuous explanation of how a recipient can opt out of future commercial email. Placing a recognizable unsubscribe link in a consistently visible area of the message, such as the header or footer, makes the mechanism easy for recipients to locate and use. In Marketing Cloud, this is commonly implemented through the required unsubscribe functionality and can be supported with profile or preference-center links when appropriate.

Ensure opt-out mechanisms are operational for at least 30 days post-send is also correct. CAN-SPAM requires senders to provide a return email address or another Internet-based mechanism that allows recipients to submit an opt-out request for at least 30 days after the commercial message is sent. The opt-out method must be capable of receiving and processing requests during that period. Operational unsubscribe handling supports both legal compliance and deliverability best practices by respecting recipient choices and maintaining a healthier sending reputation. Salesforce guidance also emphasizes including a clear unsubscribe mechanism and honoring opt-out requests promptly. See the FTC CAN-SPAM Compliance Guide and Salesforce Marketing Cloud unsubscribe guidance.

QUESTION NO: 21

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

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: B

Explanation:

Add descriptive tags to each asset upon creation. Tags are metadata labels designed to classify Content Builder assets according to meaningful business attributes, such as campaign, audience, product line, region, content type, or lifecycle stage. When assets are consistently tagged at creation, marketers can use those labels to filter the asset library and quickly narrow large result sets to the content relevant to a specific task. A thoughtful tagging convention also creates a shared vocabulary for the team, making assets easier to locate even when their folder location or file name is not known. Tags can be applied to various Content Builder asset types and can be managed as the organization's content needs evolve. To be useful, tags should be descriptive, standardized, and applied consistently across assets rather than created ad hoc. Salesforce's Content Builder learning materials describe using tags and filters to organize and locate content efficiently. See Salesforce Trailhead: Create and Manage Content and Salesforce Help: Content Builder.

QUESTION NO: 22

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO businessunit.

Where should the Internal look to find this Information?

A. Automation Studio > Activities

B. Content Builder > Recent Sends

C. Email Studio > Overview

ANSWER: C

Explanation:

Email Studio > Overview is the appropriate place to quickly find delivery information for a recent email send in the current business unit. The Email Studio Overview dashboard is designed to provide an at-a-glance summary of email performance, including key engagement and deliverability metrics such as delivery rate. This makes it useful when a marketer needs a rapid answer rather than a detailed investigation of an individual job or subscriber-level tracking records.

Because Marketing Cloud business units maintain their own data and assets according to the account's configuration and permissions, the user should access Email Studio while working in the relevant NTO business unit. The Overview area then presents recent sending activity and performance metrics in a dashboard-oriented format, enabling the marketer to identify the latest send and report its delivery rate efficiently. Delivery rate represents the proportion of sent messages that were successfully delivered, helping the team assess the immediate deliverability outcome of that send. Salesforce's Email Studio learning materials describe the application as the workspace for creating, sending, and tracking email communications, including monitoring send performance: Salesforce Trailhead: Marketing Cloud Email Basics. For additional product guidance on email reporting and tracking, see Salesforce Help: Email Analytics.

QUESTION NO: 23

A marketer is using Preview .. Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

A. Test sends are not recorded in the Send Log Data Extension.

B. The send exceeded the maximum test send threshold.

C. A subscriber was not selected in the Subscriber Preview tab.

ANSWER: A

Explanation:

Test sends are not recorded in the Send Log Data Extension because send logging is intended to capture data from production email sends, not emails generated through Preview and Test. The Preview and Test workflow is designed for content validation: marketers can render personalization, inspect dynamic content, and deliver a limited test message to confirm appearance and behavior before launching the actual campaign. Although a test recipient may receive the email, that activity does not create a send-log row in the same way as a standard Email Studio send or a Journey Builder email activity.

When the campaign is sent through its production send definition or journey activity, Marketing Cloud can write the configured send-log fields for each applicable recipient. The Send Log Data Extension must be correctly configured and selected for the account or business unit for production-send records to be available. This distinction prevents quality-assurance test traffic from being mixed with operational send-log data used for campaign auditing, personalization troubleshooting, or downstream reporting. Salesforce describes send logging as a method for storing additional information associated with sends, while Preview and Test is a separate pre-send validation capability. See Salesforce Help: Send Logging and Trailhead: Create and Send an Email.

QUESTION NO: 24

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

A. Ensure the 'Optimize for Gmail' checkbox is selected.

B. Ensure characters in the CSS tags are limited to 16kB.

C. Ensure fallback content has been configured for Gmail.

ANSWER: A

Explanation:

Ensure the 'Optimize for Gmail' checkbox is selected. Interactive Email Forms use enhanced, client-specific email markup to let subscribers submit information directly in a supported email client. Gmail requires the Gmail-optimized version of the interactive content, which Marketing Cloud generates when this setting is enabled. Selecting it ensures that the email includes the appropriate Gmail-compatible interactive markup rather than relying only on the standard HTML version of the message. The developer should enable this option while configuring the Interactive Email Form and then test the delivered message in a Gmail inbox using an eligible Gmail account and supported environment. This setting is specifically intended to make the form available in Gmail while Marketing Cloud can still provide an appropriate experience for recipients whose email clients do not render interactive elements. Gmail's support for dynamic email content is based on AMP for Email requirements, so the Gmail-specific optimization is essential for presenting interactive behavior within the inbox. See Salesforce's Interactive Email Forms documentation and Google's AMP for Email documentation for client and implementation requirements.

QUESTION NO: 25

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals? (Choose two.)

A. Send Count

B. Hyperlinks

C. From Name

D. Subject Line

ANSWER: C D

Explanation:

From Name and **Subject Line** are send-level details that can be reviewed as part of an approval process before an email is deployed. Reviewing the From Name confirms that the message will display the intended, recognizable sender identity in recipients' inboxes. This is important for brand consistency and can affect recipient trust and engagement. Reviewing the Subject Line allows an approver to verify that the campaign's inbox messaging is accurate, appropriate for the audience, and aligned with the intended promotion or communication.

Approvals provide a governance step for teams that need an experienced reviewer to validate key send information before a newer marketer proceeds with deployment. In this scenario, the process helps NTO catch errors in the customer-facing sender and inbox copy while establishing a controlled review workflow for monthly campaigns. Salesforce describes approvals as a way to manage and review marketing content and related campaign assets prior to use. See Salesforce Trailhead's Content Builder approvals learning module and the Salesforce Help documentation for Marketing Cloud Engagement approvals.

QUESTION NO: 26

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customs who have purchased a camping tent or foldout camper in the last week; however for this campaign, they would like to exclude anyone who has a 'silver status.

Which three tools should be used to segment this data?

A. SQL Query, Filter Definition, Journey Builder Entry Source

B. Journey Builder Entry Source, Filter Definition, Segment Builder

C. SQL Query, Decision Split, Data Designer

ANSWER: A

Explanation:

SQL Query, Filter Definition, Journey Builder Entry Source is correct because these tools can be combined to create and activate a precisely targeted audience from transaction data. An SQL Query Activity can query the 90-day transaction data extension and identify contacts whose qualifying purchase occurred within the previous week, such as a camping tent or foldout camper. The query can write the resulting audience to a target data extension, providing a reusable, auditable segment for the campaign. A Filter Definition can apply data-extension-based filtering criteria, including the exclusion of contacts with silver status where that attribute is available in the relevant data model or audience data extension. The resulting filtered audience can then be used as a Journey Builder Entry Source, allowing the journey to admit only the contacts who meet the campaign's purchase and status requirements. This approach separates audience construction and filtering from journey orchestration, which supports clearer campaign operations and more reliable targeting. Salesforce documents SQL Query Activities for selecting and writing data extension records, and Journey Builder entry sources for admitting contacts from a data extension into a journey. See Salesforce Trailhead: Query Data with SQL and Salesforce Trailhead: Create a Journey.

QUESTION NO: 27

Northern Trail Outfitters wants to display different content areas based on the subscriber data

Which two features can be used to accomplish this? (Choose two.)

A. Personalization Strings

B. Profile Mapping

C. AMPscript

D. Dynamic Content

ANSWER: C D

Explanation:

AMPscript and **Dynamic Content**

can both present different email content areas according to subscriber data. Dynamic Content is Marketing Cloud Engagement's built-in, marketer-friendly capability for defining content variations and associating each variation with rules based on data-extension or subscriber attributes. At send time, Marketing Cloud evaluates the recipient's data and renders the matching content block, allowing one email to serve different audiences with relevant messaging, offers, images, or calls to action.

AMPscript provides a code-based approach for more customized conditional rendering. Email developers can retrieve subscriber attributes or lookup values from data extensions, evaluate conditions with functions such as `IF`, and output the applicable HTML or content block. This is especially useful where the display logic, data lookup, or personalization requirements are more sophisticated than a standard dynamic-content rule. Both features therefore support tailoring content areas to the individual recipient at the moment the email is generated. Salesforce documentation describes conditional AMPscript logic and dynamic-content personalization in its Marketing Cloud Engagement developer and Trailhead resources: AMPscript Developer Guide and Implement Dynamic Content.

QUESTION NO: 28

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

A. Einstein Engagement Frequency

B. Send Throttling

C. Sender Authentication Package

ANSWER: B

Explanation:

Send Throttling is the appropriate feature because it controls the pace at which Marketing Cloud Engagement releases messages during a send. Rather than delivering a large, unusual volume to receiving mail systems all at once, the sender can specify a maximum number of messages sent within a defined time interval. This allows NTO to complete the campaign while using a more measured delivery pattern that is less likely to create sudden volume spikes at mailbox providers.

Throttling is particularly useful when a campaign audience is materially larger than the organization's normal daily send volume. A gradual release gives mailbox providers time to process the traffic and lets the marketing team monitor operational and deliverability signals, such as bounces, complaints, and engagement, as the send progresses. The sending pace can be selected based on the organization's established volume, sender reputation, and the requirements of important recipient domains. It is therefore a practical send-level control for managing a high-volume campaign without abandoning the campaign audience.

Salesforce describes throttling as a way to limit the number of emails sent in a specified period: Salesforce Help: Send Throttling. For broader guidance on maintaining healthy sending practices, see Salesforce Trailhead: Marketing Cloud Email Best Practices.

QUESTION NO: 29

A marketer is completing a Send Preview based on a pre-deployment checklist.

What task is validated during the Send Preview?

A. Confirm that each content area specified in the dynamic content rules exists.

B. Ensure subscriber status at the time of send is Subscribed or Bounced.

C. Identify phrases like "click here" or "Free!" that could be marked as spam.

D. Ensure subscribers have not unsubscribed or are undeliverable.

ANSWER: A

Explanation:

Confirm that each content area specified in the dynamic content rules exists. Send Preview is used to render an email as it will appear for selected subscribers or test records before deployment. This makes it an important checkpoint for validating that the email's personalization and dynamic-content logic can resolve into actual, displayable content for the recipient context being previewed. When dynamic content rules select different content areas according to subscriber attributes or other targeting criteria, the marketer should confirm that every referenced content area is present, available, and renders as expected. Doing so helps prevent a send from producing missing sections, blank areas, or an incomplete message when a rule is evaluated for a particular subscriber. Previewing multiple representative subscriber records is particularly useful where rules have several branches, because it allows the marketer to observe the rendered result for each expected audience scenario before the email is sent. Salesforce describes previewing email content and testing personalization as part of preparing a message for send, and its dynamic-content guidance explains that content can be displayed based on subscriber data and rules. See Salesforce Trailhead: Prepare to Send an Email and Salesforce Help: Dynamic Content.

QUESTION NO: 30

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?

A. Leverage templates with AMPscript.

B. Leverage Enhanced Dynamic Content.

C. Leverage Multilingual Content Blocks.

ANSWER: C

Explanation:

Leverage Multilingual Content Blocks. This Content Builder capability is designed for managing localized versions of email content without requiring developers to build and maintain AMPscript-based language logic. NTO can create a primary content block, add translated variants supplied by its agency, and associate each variant with the appropriate language or locale. When the email is sent, Marketing Cloud selects the matching localized block for each recipient based on the language information available in the send context or audience data.

This approach centralizes translation management and lets marketers assemble a single reusable email while supporting many countries and languages. It also helps keep layout and brand presentation consistent, because localized copy is managed as variants of the same content block rather than as independently coded emails. That is particularly useful for a rollout to 15 countries: the agency can focus on translations, while NTO's marketing team can review, approve, and send localized communications at scale in Content Builder. Salesforce's Content Builder learning materials provide background on reusable content and email assembly: Marketing Cloud Content Builder. Salesforce also documents Marketing Cloud email-content capabilities in its developer documentation: Marketing Cloud Documentation.

QUESTION NO: 31

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

A. Standard Workflow Approval

B. Content Detective

C. Preview Tab

D. Two-Step Workflow Approval

ANSWER: D

Explanation:

Two-Step Workflow Approval is the appropriate feature because it separates content review from the final approval decision. The external partner can create the dynamic email content and submit it into the approval process. NTO specialists can then be assigned as reviewers, allowing them to examine the submitted email—including its content, personalization, and dynamic-email behavior—and provide feedback or complete their review before the item proceeds to the designated approver. This provides the governance NTO needs when content is created by a partner while preserving a formal internal review gate before the email is approved for use. Content Builder approval workflows support defined roles and status transitions so that teams can track submitted content and ensure the required review activity occurs before final approval. Salesforce describes approval workflows and their use for routing content through review and approval stages in its Content Builder learning materials: Salesforce Trailhead: Content Builder Approvals. Additional Content Builder documentation is available at Salesforce Help: Content Builder.

QUESTION NO: 32

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and OneClick Unsubscribe. The subscriber clicks One-Click Unsubscribe.

Which two options are given when the subscriber clicks One-Click Unsubscribe, given that NTO is using the default subscription center? (Choose two.)

A. Subscriber can choose to be unsubscribed from all NTO publications.

B. Subscriber can choose which publications to unsubscribe from.

C. Subscriber can choose to be removed from the data extension.

D. Subscriber can choose to resubscribe to the list used for the send.

ANSWER: A B

Explanation:

With Marketing Cloud's default subscription center, the OneClick Unsubscribe experience gives a subscriber a clear choice between a complete opt-out and a publication-level opt-out. "Subscriber can choose to be unsubscribed from all NTO publications." is correct because subscribers must be able to withdraw consent broadly and be placed in an unsubscribed status for commercial email at the enterprise level when they select the all-publications option. This supports the requirement that commercial sends include a functioning unsubscribe mechanism.

"Subscriber can choose which publications to unsubscribe from." is also correct because Marketing Cloud publication lists allow an organization to manage subscription preferences by category, such as newsletters, promotions, or event updates. The default subscription center can present these publication-list preferences, enabling subscribers to opt out of selected publication types while retaining subscriptions to others. This preference-based approach allows NTO to respect subscriber choices and continue sending only communications for which the subscriber remains subscribed.

Salesforce documents how publication lists support subscriber-level subscription preferences and how unsubscribe processing is managed in Email Studio. See Salesforce Help: Publication Lists and Salesforce Help: Unsubscribes.

QUESTION NO: 33

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?

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: C

Explanation:

Select an automation to populate the Entry Source Data Extension. This approach is designed for a journey whose entry audience is refreshed by a process in Automation Studio and must admit contacts after each successful data compilation. The automation can perform the required import, query, filter, or data-extension update steps and then provide the completed entry-source data to Journey Builder. Associating the journey's entry event with that automation ensures that evaluation occurs in alignment with the automation run, rather than at an unrelated fixed journey schedule. This is particularly appropriate when the entry data extension is not linked to an attribute group in Contact Builder, which is the condition specified in the question. The marketer should configure the automation to run at each required time of day and ensure the entry-source data extension contains the intended new or eligible records before the journey processes them. Salesforce's Journey Builder learning materials describe data-extension entry sources and scheduling behavior, while Automation Studio provides the mechanisms for recurring data preparation and orchestration. See Salesforce Trailhead: Journey Builder Basics and Salesforce Trailhead: Automation Studio.

QUESTION NO: 34

A marketer wants to use AMPscript to retrieve a subscriber's loyalty tier from a data extension at send time.

Which two items are required for an AMPscript Lookup function? (Choose two.)

A. The data extension name.

B. The lookup column and matching value.

C. A Journey Builder version number.

D. A delivery profile.

ANSWER: A B

Explanation:

The **data extension name** is required because the Lookup function must identify the data extension that contains the value to return. The **lookup column and matching value** are also required because AMPscript needs a condition for locating the appropriate record, such as matching a LoyaltyMemberID field to the subscriber’s loyalty identifier.

The function also specifies the column whose value should be returned, such as LoyaltyTier. A Journey Builder version number and a delivery profile are not parameters used to retrieve data extension values with AMPscript. See Salesforce’s Lookup function reference.

QUESTION NO: 35

Northern Trail Outfitters (NTO) has a promotionalemail intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

A. Send Email

B. Verification

C. Wait

ANSWER: B

Explanation:

Verification is the appropriate Automation Studio activity because it provides a pre-send control point for an automated email process. It can evaluate the targeted audience before the send proceeds, including validating subscriber or row-count thresholds. For a promotional message limited to high-value customers, NTO can configure the verification criteria with an acceptable maximum audience size. If the automation produces an unexpectedly large audience, the verification check prevents the subsequent email send from running. This adds a practical safeguard against errors in segmentation, data loads, joins, or query logic that could otherwise expand the recipient population beyond the intended high-value group.

The activity is especially useful when the audience is rebuilt or refreshed as part of an automation, because the validation occurs in the same automated workflow immediately before the send step. NTO can therefore retain the efficiency of scheduled automation while adding a controlled approval-like gate based on measurable audience conditions. Salesforce describes Automation Studio activities and how they are combined into repeatable marketing workflows in its Automation Studio Trailhead module. Additional guidance on using activities in automations is available in the Salesforce Help documentation.

QUESTION NO: 36

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.

Which action follows best practices to increasesubscribers?

A. Send an SMS to NTO's entire customer database with a link to subscribe.

B. Collect emails at offline activities, including in stores.

C. Send an email to NTO's entire customer database asking for referrals.

ANSWER: B

Explanation:

Collect emails at offline activities, including in stores, is a sound subscriber-growth practice when the collection process clearly obtains the individual's permission to receive marketing email. In-person touchpoints such as retail checkout, events, trade shows, and printed sign-up materials let NTO explain the value of subscribing, such as exclusive offers, product updates, or useful outdoor-content alerts. The sign-up process should capture the email address accurately, identify the type of messages the customer is agreeing to receive, and retain the consent record and source. NTO should also provide the required privacy information and ensure that the new subscriber is added only to the appropriate publication lists or consent-based audience in Marketing Cloud.

Permission-based acquisition improves list quality because people actively choose to hear from the brand. This supports stronger engagement and deliverability over time, while helping NTO meet applicable consent and privacy obligations. Salesforce emphasizes that marketers must obtain and honor subscriber permission, provide clear expectations, and manage subscriptions appropriately. For practical guidance, see Salesforce Trailhead's Permission-Based Email Marketing module and Salesforce's Subscriber Status documentation.

QUESTION NO: 37

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.

ANSWER: B C

Explanation:

Use a large sample size and wait at least 24 hours before declaring a winner. A/B testing produces useful, actionable results only when each test version is sent to a sufficiently representative portion of the intended audience. A larger sample reduces the likelihood that an apparent lift in opens or clicks is simply random variation, allowing the marketer to select the version that is more likely to perform well with the remaining subscribers. The sample should also be randomly split so that the versions are compared fairly.

Waiting at least 24 hours gives recipients across typical sending and reading patterns time to open and interact with the message. Email engagement is not instantaneous: subscribers may receive the email at different times, check their inbox later, or click after opening. Allowing an appropriate evaluation window ensures the result reflects meaningful engagement activity rather than an early, incomplete snapshot. Once the winner is established from a representative sample and an adequate waiting period, the winning version can be sent to the remaining audience with greater confidence. Salesforce's guidance on planning and conducting email tests is available in Trailhead: Perform A/B Testing and the Marketing Cloud Engagement A/B Testing documentation.

QUESTION NO: 38

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship. Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List? (Choose two.)

A. The email address and Subscriber Key will be added to the All Subscribers List.

B. The Primary Key and demographic data will be added to the All Subscribers List.

C. If the Customer_ID field does not exist on the All Subscribers List, the email send will fail.

D. The subscriber will be added to the All Subscribers List with a status of Active.

ANSWER: A D

Explanation:

When a sendable data extension is configured with a send relationship that maps `Customer_ID` to Subscriber Key, Marketing Cloud Engagement uses that value to identify the subscriber for the send. If no matching subscriber exists in All Subscribers, the send process creates a subscriber record there. The record includes the Subscriber Key from the send relationship and the email address supplied by the sendable data extension's email-address mapping. This allows Marketing Cloud Engagement to maintain the central subscriber record used for subscription status, tracking, and future sends.

A newly created subscriber from this send is assigned an Active status in All Subscribers. Active means the subscriber is eligible to receive messages, subject to applicable publication-list status, suppression rules, and other sendability controls. The numeric type of the source `Customer_ID` field does not prevent it from being used as the Subscriber Key relationship; Marketing Cloud Engagement uses the mapped value to establish the subscriber identity. Salesforce describes All Subscribers as the account-wide subscriber list and explains that subscribers can be added through sends and managed with their subscriber status. See Salesforce Trailhead: Manage Subscribers and Salesforce Developer Documentation: Managing Subscribers.

QUESTION NO: 39

Northern Trail outfitter wants to use an AI-based approach to target subscribers who are not receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

A. Einstein Messaging Insight

B. Einstein Engagement Scoring

C. Einstein Engagement Frequency

ANSWER: C

Explanation:

Einstein Engagement Frequency is the appropriate feature because it uses Salesforce AI to evaluate each subscriber's email engagement and the volume of messages they receive. It assigns subscribers to frequency personas based on their likelihood to engage and their level of email saturation. This lets marketers identify highly engaged subscribers who are not receiving an excessive number of messages, then tailor audience and sending-frequency decisions accordingly.

The feature is designed to support more relevant contact strategies rather than relying on a single overall engagement measure. Its audience insights help marketers recognize subscribers who can continue to receive communications because they consistently respond positively, while maintaining awareness of email fatigue risk. For Northern Trail Outfitters, this directly supports an AI-based approach for finding people who are actively engaging without being overmessaged. Salesforce describes Einstein Engagement Frequency and its frequency personas in its Marketing Cloud Engagement documentation. Additional implementation context is available in the Marketing Cloud Einstein Trailhead module.