

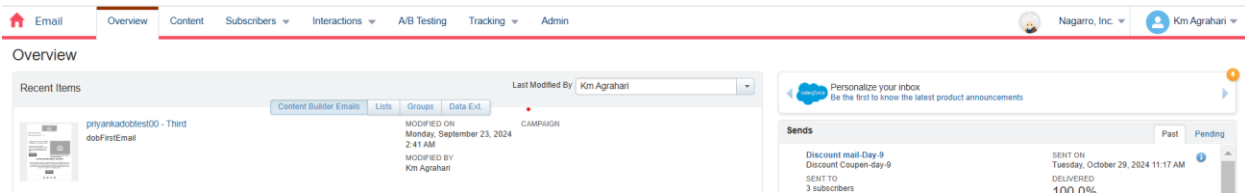
EMAIL STUDIO

Ques:1 Anatomy of Email?

The anatomy of an email consists of three parts: **the message header, the message body, and the message signature/Footer**. The message header contains the sender's and recipient's email addresses and the date and subject of the message.

The message body is the actual content of the message. The message signature is a block of text that is automatically appended to the end of the message and typically contains the sender's name and contact information.

Ques:2 Email studio tabs?



Use Email Studio's primary navigation toolbar and the navigation pane to choose from a list of available items.

The primary navigation toolbar is at the top of the Email Studio app. Hide the navigation pane at any time by clicking the gray bar on the right side of the pane. You can resize the pane by dragging the bar that separates the navigation pane from the workspace. The list of available features in the primary navigation toolbar contains only those items you have permission to access.

- Overview
- Content
- Subscribers
- Interactions
- Tracking
- Admin

Work with your admin to get access to features that don't appear in your account.

Ques :3 Diff between local and shared in content builder?

The main difference between local and shared folders in Content Builder in Salesforce Marketing

Cloud (SFMC) is the number of assets that can be stored in each, and whether the asset can be locally edited:

- **Local folders**

There is no limit to the number of assets that can be stored in a local folder. However, assets that are locally edited cannot be shared or moved to a shared folder. If a locally edited asset is deleted, the original shared asset will reappear.

- **Shared folders**

Shared folders have a limit of 5,000 assets. Business units that receive shared content can only take actions based on their edit permissions. There are three types of edit permissions:

- **View and Send:** Recipients can view the content, but they can't edit it.
- **Edit Globally:** Recipients can edit the shared content, and any changes made will appear in all business units with access to the content.
- **Edit Locally:** Recipients can create a local email edit that doesn't overwrite the shared email in other business units.

Ques:4 CAN-SPAM?

The **CAN-SPAM** Act imposes stricter requirements on commercial emails than on transactional emails. Complying with these requirements protects you from CAN-SPAM litigation and demonstrates your commitment to providing relevant customer messaging.

The CAN-SPAM act requires that commercial emails, whose primary purpose is to deliver commercial content, meet these criteria.

- Accurately identify the sender in the header information.
- Use a subject line that accurately represents the content of the email.
- Identify the message as an advertisement, unless you have express consent (opt-in) from the subscriber.
- Include your physical mailing address.
- Provide a mechanism to opt out. You can't require a subscriber to log in or visit more than a single page to unsubscribe.
- Honor opt-out requests promptly. You must process an unsubscribed request within 10 days, and your unsubscribe mechanism must be operational for at least 30 days after the mailing.

 Note Engagement has more requirements related to sending commercial email messages. For more information, review the [Anti-Spam Policy](#).

However, transactional messages, whose primary purpose is to communicate transactional content, are mostly exempt from all requirements except the first one. A transactional message is one that facilitates an already agreed-upon transaction or updates a customer about an ongoing transaction. For example, if a customer orders a product from your website, the receipt you send via email is a transactional message.

Because transactional messages aren't required to honor opt-out requests, when the system sends a transactional message, it doesn't prevent the message from being delivered to subscribers who have unsubscribed at any level.

You tell the system whether an email is commercial or transactional by associating a commercial or transactional send classification to it. When you create a transactional send classification, you can choose to have the system honor list-level opt-outs by selecting the honor source and publication list-level opt-outs checkbox. If you want some of your transactional messages to honor opt-outs while others don't, you can create multiple transactional send classifications.

Ques:5 Send classifications?

Send classifications define parameters for an email job in a central location. The account can reuse those parameters for multiple email send definitions. For example, an admin creates a send classification used every time a message containing a catalog sends to ensure that send always uses the appropriate parameters. Select a send classification, together with content information and audience information, when you define a message send by creating a message interaction.

Send classifications include these components.

- **Delivery Profile**
- **Sender Profile**
- **CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) classification**

You create the delivery profile and sender profile separately before you create the send classification. You can override the delivery profile and sender profile on the send classification when you include the send classification in a message interaction.

Ques: 6 Static and Dynamic Email or content builder?

Salesforce Marketing Cloud (SFMC) Content Builder can be used to create both static and dynamic emails:

- **Static emails:** Can be created using Content Builder
- **Dynamic emails:** Can be created using Content Builder's Dynamic Content feature

Dynamic Content allows users to personalize emails for recipients based on their profile attributes. For example, a university can use Dynamic Content to show different courses in an email to different potential students based on their preferred area of study.

Here are some tips for using Dynamic Content in Salesforce Marketing Cloud:

- **Define attributes**

Users can define attributes for content to make the information more relevant for subscribers.

- **Upload content**

Users should upload the content they want to use before creating dynamic content.

- **Send to the same data extension**

If the email is based on data in a data extension, users should send the email to the same data extension or to a data extension with the same field names.

- **Edit dynamic content blocks**

To edit a dynamic content block, users should edit the source content referenced by the block's default or rule-based content.

- **Update content blocks**

Users can select the option to keep content blocks up-to-date to apply future source block edits to emails using the block.

Ques:7 Shared and publication list.

A shared publication is a piece of work that is shared with others, while a publication list is a record of one's academic publications:

- **Shared publication**

A shared publication is a piece of work that is made available to others, such as through email or other means. Sharing a publication can help advance science and medicine by allowing other researchers to build on the work. It can also help with networking and collaboration.

- **Publication list**

A publication list is a record of one's academic publications, such as journal articles, books, and book chapters. A publication list can be maintained on a personal academic website, and it is typically organized in reverse chronological order. PublicationsList.org is a free online service that allows researchers to maintain a record of their academic publications.

**When you send an email message or SMS message to a data extension, select a publication list. Publication lists are required to allow subscribers to opt out of sends to data extensions. Publication lists make it possible for subscribers to opt out of a category of sends without opting out of all messages from your organization.

For user-initiated email messages, the system uses the publication list exclusively to prevent sending to subscribers who have opted out. For MT SMS communications, the system adds opted-in subscribers to the list of people to receive the SMS message and also prevents sending to subscribers who have opted out.**

Create publication list

When you create a publication list, give it a name and description to identify the publication list within the system. The name you enter when you create the publication list is the name you choose when you're selecting a publication list for a message send. If you make the publication list public, subscribers see the publication list as an option on their subscription center. For SMS sends, subscribers can opt in or opt out of a publication list, similar to an email list on the subscription center. For email sends, subscribers can only opt out of a publication list. When subscribers opt in to an email publication from the subscription center, they only receive the email if they're also on the data extension being sent to.

1. Click **Subscribers**.
2. Click **My Subscribers**.
3. Click **Publication Lists**.
4. Click **Create**.
5. Provide a name and description for the publication list. The name and description appear in the **Available Publications** section of the subscription center.



Note If the list is used for SMS, name your publication list with no spaces. Add information to the description that identifies this publication list is used for SMS.

6. Select **Public** to display the publication list in the subscription center.
7. Click **Save**.
8. If you're sharing the publication list, select the checkbox next to the publication list and click **Move**.
9. Select the **Shared Publication Lists** folder and click **OK**.
10. To set roles and permissions for the publication list, select the checkbox next to the publication list and click **Permissions**.

Ques:8 Exclude and suppression list.

In Salesforce Marketing Cloud Engagement (SFMC), the main difference between exclusion lists and suppression lists is that subscribers on an exclusion list can still receive marketing emails, while subscribers on a suppression list cannot:

- **Exclusion lists**

Subscribers on an exclusion list can be active, bounced, held, or unsubscribed, but they want to continue receiving messages. You can select an exclusion list when you send an email. For example, if you want to send a newsletter to List B, but some subscribers on List A are also on List B, you can select List A as an exclusion list.

- **Suppression lists**

Subscribers on a suppression list are addresses that you don't want to receive any of your emails. Suppression lists are a "do not contact" list for your email sends. Examples of subscribers to include on a suppression list include those with a history of spam complaints, unsubscribe lists from previous providers, and keys of your competitors.

Both suppression and exclusion lists use the same filtering logic at send time. However, suppression lists aren't supported for MobilePush. Instead, you can use an existing list as an exclusion list when you send a push notification.

Ques:9 Sender profile and delivery profile and send classification

In Salesforce Marketing Cloud (SFMC), sender profiles, delivery profiles, and send classifications are used to standardize email messages:

- **Sender profiles**

Define the sender's name and email address. You can use multiple sender profiles for different aspects of your business.

- **Delivery profiles**

Define the delivery information, such as the IP address, headers, and footers. Delivery profiles can include a header link to view the email as a webpage, a footer with a physical mailing address, and an unsubscribe link.

- **Send classifications**

Combine sender profiles and delivery profiles to define whether sends are commercial or transactional, if they honor the opt-out list, and their send priority. You can create a send classification by following these steps:

1. Navigate to Email Studio > Admin > Send Classifications
2. Click Create
3. Under Properties, type a name and description
4. Under About CAN-SPAM Classification, select COMMERCIAL or TRANSACTIONAL
5. Under Sender Information, select the sender and delivery profiles
6. Under Send Priority, select Normal

7. Click Save

Ques:10 Data Extension and Lists

What Is a List?

A list is a collection of subscribers that receive your communications. You can create as many lists as you want to segment your subscribers. By creating more targeted lists, you can send more personal and effective messages.

What Is a Data Extension?

A data extension is a table in the Marketing Cloud Engagement database that contains your data. You could use a data extension to store subscriber data (including lists) or to store relational data.

Best Practices

These guidelines can help you determine which data model to use. Use these criteria to help evaluate your current situation and decide which model best fits your situation.

Use lists when:

- Your lists contain 500,000 subscribers or fewer.
- You prefer simplicity over performance.
- You don't require fast import speed.
- You plan to use a limited number of subscriber attributes.

Use data extensions when:

- Your lists contain more than 500,000 subscribers, or you plan to grow your lists beyond 500,000 subscribers in the future.
- You support multiple subscriber datasets, with separate definitions.
- You send global messages.
- You require fast import speeds.
- You use triggered sends.
- You use the SOAP or REST APIs.
- You prefer a flexible subscription model.

Ques:11 Subscribers and Contacts

- A **contact** is a person you send messages to through any marketing channel. A contact typically appears in the All Contacts section, but a contact record can also appear in other locations.

- A **subscriber** is a person who opted to receive communications or belongs to a particular channel. A subscriber lives in the individual studios. Subscribers can be imported or created manually and are stored in data extensions.

In Salesforce Marketing Cloud (SFMC), the main difference between a contact and a subscriber is that a contact can be sent messages through any marketing channel, while a subscriber is associated with a specific channel:

- **Contacts**

Can be sent messages through any marketing channel and can have multiple email addresses on their record. Contacts are usually associated with an account, but can also be associated with other records.

- **Subscribers**

You can only receive communications through a specific channel, such as email, SMS/MMS, or push. Subscribers can only have one email address on their record at any one time, but a different email address can be associated with the same subscriber. Subscribers are stored in data extensions and can be imported or created manually.

Ques:12 user-initiated-email

A "user-initiated email" in Salesforce Marketing Cloud's Email Studio refers to an email campaign that is manually triggered by a user, meaning the marketer actively chooses when to send the email to a specific subscriber list, unlike a triggered email which is automatically sent based on a subscriber action; an example would be a monthly newsletter sent to all subscribers on the first of each month, where the marketer initiates the send process within Email Studio every time.

How to create a user-initiated email in SFMC Email Studio:

- **Access the Interactions tab:**

Navigate to the "Interactions" section within Email Studio.

- **Select "User-Initiated Emails":**

Click on "User-Initiated Emails" to start creating a new user-initiated send.

- **Create the email content:**

Design your email message, including subject line, body content, and any personalization using AMPscript if needed.

- **Choose your audience:**

Select the subscriber list or data extension you want to send the email to.

- **Set send options:**

Define when you want to send the email - immediately or schedule it for a specific date and time.

Example Scenario:

- **Monthly Product Highlight Newsletter:**
 - **Email Content:** A summary of new products, featured deals, and company updates.
 - **Audience:** All subscribed customers on the "Newsletter" list.
 - **User-Initiated Action:** The marketing team manually sends this newsletter on the first of every month by accessing the "User-Initiated Emails" section and selecting the pre-built newsletter email.

Key points about user-initiated emails:

- **Manual Trigger:**

Unlike triggered emails, a user-initiated email requires a deliberate action by the marketer to send it.

- **Flexibility:**

This option allows for targeted campaigns where you can choose the exact timing and audience for each email send.

- **Useful for recurring communications:**

Ideal for sending regular updates like newsletters, promotional announcements, or customer surveys.

Ques:13 Email Studio

In Salesforce Marketing Cloud (SFMC), "Email Studio" is a tool that allows marketers to design, build, personalize, and send email campaigns to their subscribers, with features like content creation, A/B testing, subscriber management, and detailed tracking to analyze campaign performance; essentially, it's the primary platform within SFMC for managing all aspects of email marketing campaigns.

Ques:14 Content Builder

In Salesforce Marketing Cloud (SFMC), "Content Builder" is a feature within Email Studio that allows users to create and manage reusable email content blocks, essentially building modular components like text, images, and buttons that can be easily dragged and dropped into

email templates, enabling efficient email design and personalization across different campaigns; essentially acting as a central repository for consistent email content across multiple emails within a marketing strategy.

Key features of Content Builder:

- **Drag-and-drop interface:**

Easily add and arrange content blocks within the email design.

- **Content block library:**

Store pre-designed content blocks like social follow buttons, contact information, or call-to-action buttons for easy access.

- **Dynamic content:**

Integrate data from your CRM to personalize content within the email based on recipient details.

- **Templates:**

Create email templates using Content Builder blocks, which can be reused for different campaigns with minimal customization.

How to access Content Builder:

1. Log in to Salesforce Marketing Cloud.
2. Navigate to "Email Studio".
3. Select "Content Builder" from the left-hand menu.

Ques: 15 Data Model in SFMC?

1. List
2. Data Extension


Ques:16 SFMC Business Units?

Business units let you control access to and the sharing of information. Use the hierarchical structure of business units to control your brand while enabling access to messaging technologies to your users. Manage user roles for the business unit, view users who have access to the business unit, and define filter criteria for subscribers. Business units are available in Enterprise and Enterprise 2.0 accounts.

Users who are members of a business unit can access all items created in that business unit. Share items with users in other business units by placing the items in a shared items folder in the Content and Subscribers sections of the applications.

Organize the structure of business units to match your business needs. Business units can mirror workflow processes, demographic and behavioral data about your subscribers, or your organization's operational structure.

Depending on your needs, you can create, update, and delete business units and set or change permissions in Engagement or via API interactions. To manage business units, use API requests to build your own user interface or integrate existing software with Engagement. Contact your Engagement account representative for more information.

 Tip Use a landing page to create a customized home page for child business units to display when their users log into Engagement.

Ques: 17 Sender authenticator package? (SAP Domain)

Use the Sender Authentication Package (SAP) for Marketing Cloud Engagement to customize links and image links to match the branding of the authenticated domain that you send email from. Consider using SAP if you send more than 250,000 email messages per month and you don't want the default Marketing Cloud Engagement branding to appear in your links or images.

SAP includes several features.

- Account Branding—View-as-a-webpage, link tracking, and image tracking addresses in your emails use your SAP domain, rather than a shared Marketing Cloud Engagement domain. All references to Marketing Cloud Engagement are replaced with your branding.
- Private Domain for Email sending—This domain acts as the From address for your email sends. Marketing Cloud Engagement authenticates your email sends using the Sender Policy Framework (SPF), Sender ID, and DomainKeys Identified Mail (DKIM) authentication.
- Custom Domain for CloudPages—CloudPages associated with your account are hosted on a private domain.
- Dedicated IP Address—All email messages sent from your account are sent using a dedicated IP address.
- Reply Mail Management—Control the replies that you receive from your subscribers. You can assign filters for out-of-office messages and manual unsubscribe requests.

While you can purchase these features individually, the view-as-webpage link and image wrapping that brands your account only comes with SAP, which is included in all Marketing Cloud Engagement editions. To purchase an additional SAP, contact your account executive.

Marketing Cloud only makes DNS changes that are required for SAP setup. You're responsible for purchasing domains to use with SAP.

You can configure SAP on a tenant in Salesforce-hosted environments by using the Marketing Cloud Engagement user interface. For more information, see [Configure Sender Authentication Package](#). To configure SAP on an account in the Marketing Cloud Engagement Hyperforce

environment, to change the domain used for your existing SAP, or to set up additional CloudPages, contact your account executive.

Important

If an SAP image domain is unsecured, Content Builder displays images with a Marketing Cloud Engagement-branded domain to avoid browser mixed-content errors. If your image domain lacks an SSL certificate, take steps to secure it immediately. For more information, see [SSL Certificates for Custom Domain Security](#).

Ques:18 Profile and Preference Management?

Email Studio uses profile and preference attributes to store information about subscribers. The profile attribute contains information to characterize a subscriber profile. For example, each subscriber is asked to provide their birth date and email address. By default, every account has three profile attributes: Full Name, Email, and UserDefined, which is intended as a generic attribute that you can use as needed. By default, every account also receives an HTML Email preference attribute that is set to Yes. You can't modify these attributes.

A preference attribute characterizes how a subscriber prefers to receive email. These attributes are specified as yes or no choices to a declarative statement. For example: The subscriber prefers to receive email as HTML.

In addition to basic alphanumeric characters, certain special characters can be used in the values that you enter as a subscriber value for an attribute. The special characters represented by the ASCII decimal codes 32 through 254 are supported.



Note As some facets of account performance can be impacted by exceeding 200 profile attributes, the profile attribute limit is 200. If you approach this limit, delete existing attributes to avoid performance issues. If you require more than 200 profile attributes, use data extensions to send instead of profile attributes.

Create a profile or preference attribute in your account so there's a place for the system to store subscriber data. You also specify whether an attribute is required information for every subscriber and whether subscribers can see and edit their own attributes in the Profile Center. You can specify profile attributes when you import a subscriber list.



Note If a subscriber uses the forward button in their email client instead of the Forward to a Friend feature to forward your email, the profile center link points to the original subscriber's profile center. For example, if Lee forwards your email to Ali, and Ali clicks the Profile Center link in the footer of the email, Ali sees Lee's information. To protect your subscribers' privacy, don't include sensitive attributes in the Profile Center.

The information is populated in profile and preference attributes when you import subscribers using the import subscriber wizard or Automation Studio import activity, create a subscriber in the user interface, or otherwise add subscribers to your account, such as through a Smart Capture form. The system processes the information and adds it to your account according to the parameters that you set up.

After you've defined your attributes, you can use them to create groups and drive dynamic content.

Profile and preference management is an advanced feature; if it isn't enabled, you can't see the Profile Management and Preference Management sections in your navigation pane, and can't preview the Profile Center and Subscription Center.

- [Scenario: Profile Attributes**](#)
See an example of portfolio attribute setting in Email Studio for Marketing Cloud Engagement.
- [Scenario: Preference Properties Dialog Box**](#)
See this example of the Email Studio preference properties dialog box in use.

Ques: 19 A/B testing in Email Studio?


A/B Testing is a market testing method in which you send two versions of your Email Studio communication to two test audiences from your subscriber list. Track which version receives the highest unique open rate or highest click-through rate and send that version to all remaining subscribers.

Continually testing these variables over time allows you to optimize your email campaigns to deliver more targeted and relevant messages to your subscribers. Through automating the testing process, you can save valuable time and resources. You can test the following elements:


Test Type	Description
Subject Line	Create 2 different subject lines and track which performs better. Each subject line has a 256 character limit.
Email	Select 2 different emails and track which email send performs better.
Content Area	Select an email that contains at least two different content areas and track which content area performs better.
From Name	Create 2 different from names and track which email send performs better. You can select an existing from name from your account, or manually enter a From name to use. To add more from name options to your account, add an additional user.
Send Time	Select 2 different dates and times to send and track which time performs better.

Test Type Description

Preheaders Create 2 different preheaders and track which preheader performs better.

 **Note** You can run an A/B test on an email that contains dynamic content, a dynamic subject line, or AMPscript. The exception is a dynamic subject line when you're running a subject line A/B test and testing two emails. When testing two emails that contain a dynamic subject line, the default subject line is always used. Use AMPscript in the subject line instead of dynamic content. If you experience issues, contact Global Support.

The system randomly selects which subscribers receive test and remainder, allowing you to use the same set of subscribers for A/B tests in the future. Send the winning version to the remainder of your subscribers automatically when the winner is determined or to come back and manually perform the send.

 **Note** While A/B testing is a part of the test process, you're sending to real subscribers, so ensure that you send a polished, final product. Use A/B testing before you execute your final send but after you have reviewed and performed test sends.

[Configure A/B Test in Email Studio](#)

Create A/B Tests to send two versions of your message to two test audiences from your subscriber list in Marketing Cloud Engagement.

Ques:21 Triggered and Salesforce Send Email?

Triggered

A triggered email is a message that's sent to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after a customer makes a purchase is a triggered email.

A triggered email has two components: content and interaction. The triggered email interaction controls when the triggered email is sent. Pause the interaction to cause triggered messages to queue while you change the email content. Publish the interaction to begin sending emails again. When you define a triggered email interaction, you provide information about the message and its behavior that the interaction uses each time it's triggered.

The definition of what triggers the interaction to send the email content is maintained outside of the application using API calls. The API uses the information created in the interface when an email is triggered. If events on your website trigger the email, those events must be defined using API calls outside of the application.

Use triggered emails to provide automated, personalized responses to your customers' activities on your website. Emails are trackable, targeted, and sent in real time.

- Define and send a message triggered by an event within the system or by an event outside of the system.
- Track opens, clicks, and emails.

- Capture subscribers to give the option to opt in to mailing lists.
- Target the content of emails using personalization, dynamic content, and AMPscript.
- Achieve high deliverability and scalability.
- Change content over time.
- Use auto-forward and auto-reply with messages processed by Reply Mail Management.

Create Salesforce Email Send Interactions

Create Salesforce email send interactions to use in this Marketing Cloud Connect for Marketing Cloud Engagement tutorial for drip campaigns.

The Salesforce email send interaction, or send definition, includes Sales or Service Cloud reports and objects as options for sending. It sends tracking data from Engagement to Sales or Service Cloud. A Salesforce send definition is an activity option in Automation Studio and can be added to an automation.

1. In Engagement, go to Email Studio.
2. Click **Interactions**.
3. Click **Salesforce Sends**.
4. Click **Create**.
5. Enter Day 1 Test as the name.
6. Select the **Day 1 Test** email.
7. Click **Edit Recipients**.
8. Add **Salesforce reports** to Targeted.
9. Search for **Simulation Date equals today** report and select.
10. Click **OK** and save.
11. Repeat steps 1 through 8 to create a Salesforce Email Send Interaction for Day 14.
12. Select **Simulation Date equals 14 days ago** report.
13. Click **OK** and save.
14. Repeat steps 1 through 8 to create a Salesforce Email Send Interaction for Day 27.
15. Select **Simulation Date equals 27 days ago** report.
16. Click **OK** and save.