

Dumps Marketing-Cloud-Email-Specialist Reviews & Complete Marketing-Cloud-Email-Specialist Exam Dumps



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Marketing-Cloud-Email-Specialist Exam Dumps

TO SUCCESSFULLY PASS THE EXAM, CANDIDATES MUST HAVE IN-DEPTH KNOWLEDGE OF:

- Email Studio and its functionalities
- Subscriber and data management
- A/B testing and email performance analysis
- Automation tools like Journey Builder and Automation Studio
- CAN-SPAM and GDPR compliance

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To earn the Salesforce Marketing-Cloud-Email-Specialist Certification, candidates must pass a 60-question multiple-choice exam within 90 minutes. Marketing-Cloud-Email-Specialist exam covers a wide range of topics, including email marketing best practices, email content creation and design, subscriber data management, automation, and analytics.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q51-Q56):

NEW QUESTION # 51

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > File Transfer > Import Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > Import Activity > SQL Activity

Answer: A

Explanation:

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

NEW QUESTION # 52

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

- A. Continue monitoring the bounce rate for changes.
- B. Nothing - bounce rates up to 30% are acceptable.
- C. Remove the bounced addresses before the next send.

Answer: C

Explanation:

Explanation

Removing the bounced addresses before the next send is a best practice to uphold the sender reputation and avoid being marked as spam. Bounce rates above 10% are considered high and can negatively affect the deliverability and engagement of email campaigns. [Source: Trailhead]

NEW QUESTION # 53

NTO managed a new custom preference center to allow customers to provide details around their personal information such as age gender and outdoor sporting interest, in which two ways should NTO honor customer preference when creating emails. Choose two answers

- A. use Amp script to dynamically pull in associated with customer preference
- B. create longer email to include all preference of customers so that customer don't miss any content
- C. send customers one email per preference choice to ensure customer receives what they wants
- D. Create dynamic rules based on customers preference in order to send specific content

Answer: A,D

NEW QUESTION # 54

What are some of the acquisition method for allowing subscribers to opt-in to receiving email? (Choose 3)

- A. Drip campaigns
- B. Authenticate email
- C. Capture from Facebook
- D. Paid Mobile Ads
- E. Sales associate request during check out.

Answer: C,D,E

NEW QUESTION # 55

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is

updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replicate the automation and schedule mem to execute server eight hours
- B. Implement an API to start an automation with every file transfer.
- C. Replace the Schedule with File Drop and use a filename pattern

Answer: C

NEW QUESTION # 56

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