

Marketing-Cloud-Email-Specialist Reliable Study Plan

Exam Instant Download | Updated Marketing-Cloud-Email-Specialist: Salesforce Certified Marketing Cloud Email Specialist



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As you know, many exam and tests depend on the skills rather than knowledge solely. Our Marketing-Cloud-Email-Specialist exam materials are time-tested materials for your information. There are free demos of our Marketing-Cloud-Email-Specialist training guide for your reference with brief catalogue and outlines in them. For a Marketing-Cloud-Email-Specialist study engine develop to full maturity, it is rewarding and hard. And we have engaged for more than ten years and successfully make every detail of our Marketing-Cloud-Email-Specialist practice braindumps to be perfect.

Salesforce Marketing-Cloud-Email-Specialist certification exam is designed for professionals who specialize in email marketing using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates the knowledge and skills required to create effective email marketing campaigns, manage subscriber data, and measure campaign performance.

In addition to enhancing career prospects, earning the Salesforce Marketing-Cloud-Email-Specialist Certification can also benefit organizations that leverage the Salesforce Marketing Cloud platform. Certified professionals can help optimize email campaigns, improve customer engagement, and drive revenue growth through targeted and personalized marketing initiatives.

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Marketing-Cloud-Email-Specialist Study Materials & Marketing-Cloud-Email-Specialist Test Questions & Marketing-Cloud-Email-Specialist

Practice Test

More and more people look forward to getting the Salesforce certification by taking an exam. However, the exam is very difficult for a lot of people. Especially if you do not choose the correct study materials and find a suitable way, it will be more difficult for you to pass the Marketing-Cloud-Email-Specialist exam and get the related certification. If you want to get the related certification in an efficient method, please choose the Marketing-Cloud-Email-Specialist Learning Materials from our company. We can guarantee that the Marketing-Cloud-Email-Specialist study materials from our company will help you pass the exam and get the certification easily.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q128-Q133):

NEW QUESTION # 128

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form. What should be used to enter this subscriber into a journey?

- A. CloudPages Entry Source
- **B. API Event Entry Source**
- C. Contact Event Entry Source

Answer: B

Explanation:

Explanation

An API Event Entry Source is the best option to enter a subscriber into a journey as soon as they submit a form hosted by a third-party vendor. An API Event Entry Source allows a journey to be triggered by an external system or application using a REST API call. The API call can include subscriber data that can be used in the journey. A CloudPages Entry Source or a Contact Event Entry Source would not work for this scenario, as they require the form to be hosted on a CloudPage or a Marketing Cloud landing page.

NEW QUESTION # 129

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions. What should a marketer use to build this level of personalization into the email?

- A. Personalization Strings
- **B. AMP script Search Functions**
- C. Enhanced Dynamic Content Blocks

Answer: B

Explanation:

Explanation

AMPscript Search Functions can be used to build this level of personalization into the email that Northern Trail Outfitters is looking for. AMPscript Search Functions allow marketers to query data from multiple data extensions within a single email and use conditional logic to display personalized content based on the results.

Personalization Strings can only access data from the sendable data extension or the subscriber attributes, not from other data extensions. Enhanced Dynamic Content Blocks can only access data from a single data extension that is linked to a filter definition, not from multiple data extensions.

NEW QUESTION # 130

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality can be used to accommodate this?

- A. System Preferences
- **B. Subscriber Key**
- C. Primary Key
- D. Subscriber Attributes

Answer: B

NEW QUESTION # 131

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale."

What feature should be used to target these members?

- A. Email Send Report
- B. SQL Query Activity
- **C. Engagement Split**
- D. Group Refresh

Answer: C

NEW QUESTION # 132

Which two subscriber audiences can be created by using Measures in a Data Filter.

Choose 2 Answers

- **A. Subscriber who have opened an email in the past 30 days**
- B. Subscriber within a 30-miles radius of a zip code
- **C. Subscriber who have not clicked in the past three months**
- D. Subscribers who have submitted spam complaints in the last week

Answer: A,C

NEW QUESTION # 133

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