

Marketing-Cloud-Email-Specialist Latest Exam Guide & Pass Marketing-Cloud-Email-Specialist Guarantee



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Through our investigation and analysis of the real problem over the years, our Marketing-Cloud-Email-Specialist prepare questions can accurately predict the annual Marketing-Cloud-Email-Specialist exams. And the Marketing-Cloud-Email-Specialist quiz guide's experts still have the ability to master propositional trends. Believe that such a high hit rate can better help users in the review process to build confidence, and finally help users through the qualification examination to obtain a certificate. All in all, we want you to have the courage to challenge yourself, and our Marketing-Cloud-Email-Specialist Exam Prep will do the best for the user's expectations.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q21-Q26):

NEW QUESTION # 21

Northern Trail Outfitters Is building a data extension that will store preference data for the its subscribers. Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Primary Key
- B. Is Sendable
- C. Nullable

Answer: A

NEW QUESTION # 22

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'. What is the source of the duplicate subscriber key?

- A. Global Unsubscribe List
- B. Triggered Send Managed Lists
- C. Auto Suppression List

Answer: C

Explanation:

Explanation

Auto Suppression List is the correct answer. An auto suppression list is a list of subscribers who should not receive certain types of emails, such as promotional or transactional emails. Auto suppression lists can be applied at the sender profile level or at the send classification level. If a subscriber is on an auto suppression list that is applied to a triggered send, they will not receive the email, even if they are in the target data extension. The _subscribers data view will show their status as 'Held' for that sender profile or send classification. You can learn more about this in the Manage Subscribers module on Trailhead.

NEW QUESTION # 23

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP. Where should NTO update the IP configured for these sends?

- A. From Address Management
- B. Sender Profile
- C. Delivery Profile

Answer: C

Explanation:

Explanation

The Delivery Profile is where the IP address for sending emails is configured. NTO should update the Delivery Profile for the transactional sends to use the new IP address

NEW QUESTION # 24

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile Which action should they take to execute the campaign?

- A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities
- C. Use Automation Studio Filtering, Messaging, and wait activities.

Answer: B

Explanation:

Journey Builder is a tool that allows marketers to create personalized, cross-channel customer journeys based on real-time behavior and data. Journey Builder can use a Recurring Entry Source to inject contacts from multiple data extensions into a journey on a daily basis. Journey Builder can also use Messaging and Flow Control Activities to send emails and mobile messages and control the timing and frequency of the communications.

NEW QUESTION # 25

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey. What should NTO do to simplify the journey?

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