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Earning the Salesforce Certified Marketing Cloud Email Specialist certification is a significant accomplishment that can help you advance your career in email marketing. It demonstrates to employers and clients that you have the skills and knowledge needed to create effective email campaigns that drive engagement and conversions. In addition, it shows that you are committed to ongoing professional development and staying up-to-date with the latest trends and best practices in email marketing.

Salesforce Marketing-Cloud-Email-Specialist Exam is a certification that validates an individual's knowledge and skills in using the Salesforce Marketing Cloud platform for email marketing. Marketing-Cloud-Email-Specialist exam is designed for professionals who work in the email marketing industry and are looking to enhance their skills and demonstrate their expertise in using the Salesforce Marketing Cloud platform. Marketing-Cloud-Email-Specialist exam covers a range of topics, including email message design, subscriber data management, automation, and analytics.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q64-Q69):

NEW QUESTION # 64

A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

- A. Automated Send
- **B. Template Send**
- C. Send Email
- D. Triggered Send

Answer: B

NEW QUESTION # 65

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible.

Choose two answers

- **A. use custom corporate font to match NTO brand**
- **B. add background colors that match branding**
- C. style or text for when images do not display automatically
- D. let them be completely image based

Answer: A,B

NEW QUESTION # 66

What two additional best practices could be applied to the company's new email design?

Choose 2 answers

- A. Use of emojis in preheader text
- B. Corresponding call-to-action included in primary message
- C. A mix of old branding with new branding
- **D. Mobile optimized emails**

Answer: D

NEW QUESTION # 67

Northern Trail Outfitters (NTO) has a promotional email 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. Verification**
- B. Wait
- C. Send Email

Answer: A

Explanation:

Verification is the correct answer. A verification activity is an activity that allows you to set criteria for an automation to run successfully or fail based on data counts or validation errors. For example, you can use a verification activity to check if the number of records in a data extension is within a certain range before sending an email. This can help prevent sending emails to more subscribers than intended or to an empty data extension. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION # 68

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Focus on action-driven subject lines.
- C. Create more focused segmented lists for messaging.

Answer: C

Explanation:

The correct answer is B because creating more focused segmented lists for messaging can help reduce the number of unsubscribes and increase engagement by sending more relevant and personalized content to each segment. Adding complementary SMS campaigns may not be effective if the subscribers are not interested in receiving more messages from NTO. Focusing on action-driven subject lines may help improve open rates, but not necessarily engagement or retention.

NEW QUESTION # 69

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