

Salesforce Marketing-Cloud-Email-Specialist Dumps PDF Format: Convenient And relevant



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To qualify for the exam, candidates must have experience using the Salesforce Marketing Cloud platform and have knowledge of email marketing concepts and tools. Marketing-Cloud-Email-Specialist Exam consists of 60 multiple-choice questions and must be completed within 90 minutes. A passing score of 68% or higher is required to earn the certification. Salesforce Certified Marketing Cloud Email Specialist certification is valid for two years and can be renewed by completing additional training or passing a recertification exam. Earning the Salesforce Marketing-Cloud-Email-Specialist Certification can enhance a marketer's career prospects and demonstrate their commitment to staying up-to-date with the latest email marketing trends and techniques.

Salesforce Marketing Cloud is a powerful digital marketing platform that offers a suite of tools for email marketing, social media marketing, mobile marketing, and more. The Marketing Cloud Email Specialist certification is designed to validate the skills and knowledge of professionals who specialize in email marketing using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for marketing professionals who want to demonstrate their expertise in email marketing and improve their career prospects.

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The Salesforce Marketing-Cloud-Email-Specialist certification exam is a valuable asset for beginners and seasonal professionals. If you want to improve your career prospects then Marketing-Cloud-Email-Specialist certification is a step in the right direction. Whether you're just starting your career or looking to advance your career, the Marketing-Cloud-Email-Specialist Certification Exam is the right choice. With the Marketing-Cloud-Email-Specialist certification you can gain a range of career benefits which

include credibility, marketability, validation of skills, and access to new job opportunities.

Salesforce Marketing-Cloud-Email-Specialist Certification is an excellent opportunity for professionals to showcase their email marketing expertise, stay current with industry trends, and advance their careers in the marketing technology space.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q93-Q98):

NEW QUESTION # 93

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The entry sources data extension has a primary key and subscriber key.
- B. The Update Contact Activity is used to make status updates.
- **C. The Update Contact Activity Is used to make status updates.**

Answer: C

Explanation:

The Update Contact Activity is used to update the contact data in Journey Builder, not to make decisions on it. To make decisions on the status data, it should be connected to the contact in an attribute group and used in a decision-split activity on the journey canvas. [Source: Trailhead]

NEW QUESTION # 94

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action that should be taken to make the edits?

- A. Cancel send using email.
- **B. Withdraw email approval.**
- C. Unshare the email.

Answer: B

Explanation:

Explanation

Withdraw email approval is the first action that should be taken to make the edits. Withdraw email approval is a feature that allows you to revoke the approval status of an email and make changes to it. You can use this feature if you need to update an approved email before sending it or sharing it with other business units.

Unshare the email is not necessary if you want to make edits to the email, and it may affect the access of other business units. Cancel send using email is not relevant if you have not scheduled or sent the email yet.

NEW QUESTION # 95

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. Place the audience SQL Query Activity below the exclusion SQL Query Activity.
- B. In the step with the two SQL activities, place a wait step between them.
- **C. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.**

Answer: C

Explanation:

Explanation

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the

same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

NEW QUESTION # 96

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Profile Center Unsubscribe
- B. Universal Unsubscribe
- C. List Unsubscribe header

Answer: C

Explanation:

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account. Reference: Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION # 97

Northern Train Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Triggered Emails
- B. Automation Studio
- C. Playbooks
- D. Guided Send

Answer: C

NEW QUESTION # 98

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