

# Guaranteed Marketing-Cloud-Email-Specialist Questions Answers, Reliable Study Marketing-Cloud-Email-Specialist Questions

## Salesforce Marketing Cloud Email Specialist Questions with Answers

1. A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?
- A. Choose the appropriate date format
  - B. Map the attributes in the file
  - C. Name the new import definition
  - D. Select the delimiting character

**Answer(s): B**

2. Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

**Answer(s): B**

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## How to Prepare For Salesforce Marketing cloud email specialist Exam

### Preparation Guide for Salesforce Marketing cloud email specialist Exam

#### Introduction

This certification focuses on applying knowledge skills and experience using Marketing Cloud for message design, subscriber and data management, inbox delivery, and external integrations. Salesforce-Marketing cloud email specialist recognizes your ability to effectively implement email marketing best practices, message design, subscriber and data management, inbox delivery, email automation, and tracking and reporting metrics within the Marketing Cloud Email application.

In this guide, we will cover the **Marketing cloud email specialist Exam** topics, Salesforce Marketing cloud email specialist

Certified professional salary and all aspects of the Salesforce Marketing cloud email specialist Certification.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a proctored exam that consists of 60 multiple-choice questions. Marketing-Cloud-Email-Specialist exam duration is 90 minutes, and candidates must score at least 65% to pass. Marketing-Cloud-Email-Specialist exam can be taken online or at a testing center. The registration fee for the exam is \$200, and retake costs \$100. Candidates must have a Salesforce Certified Administrator credential before taking Marketing-Cloud-Email-Specialist exam.

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## **Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q83-Q88):**

### **NEW QUESTION # 83**

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- A. An import activity can be executed manually
- B. The import activity is under Subscribers in the Email Application
- C. The file for an import activity must be placed in a folder on a FTP site
- D. An import activity can be used in an automation created in Automation Studio
- E. The file for an import activity can be on a desktop computer

**Answer: C,D,E**

### **NEW QUESTION # 84**

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP. Which activity is missing?

- A. Import File
- B. File Transfer
- C. Fire Event

**Answer: B**

### **NEW QUESTION # 85**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the filtered data extension and add additional filter criteria.
- B. Copy the data filter and build a new data extension with additional filter criteria.
- C. Use the Split option to temporarily add additional filter criteria.

**Answer: A**

Explanation:

Explanation

Copying the filtered data extension and adding additional filter criteria is the easiest way to further segment the audience for an upcoming send. Using the split option would not allow the marketer to add additional filter criteria, but only split the audience based on random, even, or engagement splits. Copying the data filter and building a new data extension with additional filter criteria would also work, but it would be more time-consuming and create more data extensions than necessary.

#### NEW QUESTION # 86

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- **A. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.**
- B. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- C. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- D. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.

**Answer: A**

#### NEW QUESTION # 87

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

- **A. Use the Import Wizard to point to rename the file on the FTP.**
- B. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.
- **C. Ensure the name of the file in the Import Activity matches the file name on the FTP.**
- D. Change the file format from "comma separated value" to "tab delimited."

**Answer: A,C**

#### NEW QUESTION # 88

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