

Reliable New Marketing-Cloud-Email-Specialist Exam Papers Offer You The Best Answers Free | Salesforce Certified Marketing Cloud Email Specialist



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Earning the Salesforce Certified Marketing Cloud Email Specialist certification demonstrates to employers and clients that an individual has a thorough understanding of email marketing best practices and how to leverage the Marketing Cloud platform to drive successful email marketing campaigns. It is a valuable credential for individuals who work in digital marketing, email marketing, or marketing automation, and can lead to career advancement opportunities and increased earning potential.

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In the era of informational globalization, the world has witnessed climax of science and technology development, and has enjoyed the prosperity of various scientific blooms. In 21st century, every country had entered the period of talent competition, therefore, we must begin to extend our Marketing-Cloud-Email-Specialist personal skills, only by this can we become the pioneer among our competitors. At the same time, our competitors are trying to capture every opportunity and get a satisfying job. In this case, we need a professional Marketing-Cloud-Email-Specialist Certification, which will help us stand out of the crowd and knock out the door of great company.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q100-Q105):

NEW QUESTION # 100

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

- A. Ensure the email renders well in mobile apps
- B. Segment the email's target audience
- C. Build email templates with HTML Paste
- D. Include an unsubscribe button
- E. Included personalization and dynamic content

Answer: A,C,E

NEW QUESTION # 101

The marketing team wants to test various path within journey based on parameters to assess the effectiveness of a new email campaign. Which tool should be used?

- A. Einstein Engagement Activities
- **B. Path Optimizer**
- C. A/B Testing

Answer: B

NEW QUESTION # 102

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Add and Update
- **C. Overwrite**

Answer: C

Explanation:

Explanation

Overwrite is the best import option to ensure the data extension only contains currently active customers, as it deletes all existing records in the data extension and replaces them with the new records from the import file.

This ensures that only customers who are included in the daily feed remain in the data extension. Append or Add and Update would not work for this scenario, as they would either add new records without deleting old ones or update existing records without deleting old ones.

NEW QUESTION # 103

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension.

How should the marketer use low-code to create this segment?

- **A. Create a data filter on the data extension.**
- B. Write a query to create a filtered data extension.
- C. Filter the .csv file before import.

Answer: A

Explanation:

Data filters are low-code tools that can be used to create segments based on criteria applied to data extensions. They can be used to filter subscribers by age, opt-in status, or any other attribute. Filtering the

.csv file before import is not a low-code option, and writing a query is a code-based option.

NEW QUESTION # 104

A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard, what needs to be reconfigured in the marketing cloud account,

- A. data loader
- **B. enhance ftp**
- C. file transfer
- D. encrypted ftp

Answer: B

NEW QUESTION # 105

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This is much alike our Marketing-Cloud-Email-Specialist exam with the only difference of providing services to our desktop users. It is compatible with Windows computers. Candidates find it easy to do self-assessment and they get maximum benefit by practicing Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) test available only here. The Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) questions provided here are compiled by over 90,000 competent professionals who handpicked all of these questions for your evaluation and concept-building.

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