

Exam Marketing-Cloud-Email-Specialist Answers - Quiz Realistic Salesforce Test Salesforce Certified Marketing Cloud Email Specialist Engine Version



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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for professionals who want to showcase their expertise in email marketing on the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and skills in creating, managing, and delivering effective email campaigns to engage customers and drive business results.

Salesforce Marketing Cloud Email Specialist certification is valid for two years, after which you will need to recertify. To maintain your certification, you must complete the Trailhead module for Marketing Cloud Email Specialist and pass the renewal exam. This renewal exam is shorter than the initial certification exam, consisting of 20 multiple-choice questions that must be completed within 30 minutes.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q53-Q58):

NEW QUESTION # 53

How can a subscriber update their profile attributes?

- A. By emailing their sales representative

- B. By calling customer service
- C. By unsubscribing from a list
- D. By accessing the profile center

Answer: D

NEW QUESTION # 54

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

- A. Number of clicks from mobile devices
- B. Subscribers who click on a specific link
- C. Images showing how the email rendered on different devices
- D. Performance data on the Overview tab

Answer: C,D

NEW QUESTION # 55

Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customers are identified by a unique alphanumeric Customer ID, and Email Address is a required field.

How should the data extension be configured?

- A. Customer ID is Primary Key and relates to Subscriber ID
- B. Email Address is Primary Key and relates to SubscriberID
- C. Email Address is Primary Key and relates to Subscriber Key
- D. Customer ID is Primary Key and relates to Subscriber Key

Answer: D

NEW QUESTION # 56

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Send Classification and Subscriber Attributes
- B. Delivery Profile and AMP script Lookup
- C. Sender Profile and AMP script Lookup

Answer: C

Explanation:

Sender Profile and AMPscript Lookup are the functionalities that accomplish the requested configuration. A Sender Profile allows you to define the From Name, From Email, and Reply Email for an email send. You can use AMPscript Lookup function within a Sender Profile to dynamically populate these fields based on data from a data extension. For example, you can use Lookup function to retrieve the sales representative's name from a data extension based on the subscriber's ID and use it as the From Name. A Delivery Profile and a Send Classification are not related to personalizing the From Name. Subscriber Attributes are not stored in a data extension.

NEW QUESTION # 57

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week." Which two best practices should the marketer use to make the subject line more effective? (Choose two.)

- A. A/B test the effectiveness of different subjects.
- B. Keep the subject text between 50 and 100 characters long.
- C. Include "RE:", "FWD:", "etc." to get the reader's attention.
- D. Include information relevant to the message in the subject line.

Answer: A,D

NEW QUESTION # 58

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