

# Quiz Salesforce - Marketing-Cloud-Email-Specialist - Salesforce Certified Marketing Cloud Email Specialist Newest Practice Exam Online



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## Salesforce Marketing-Cloud-Email-Specialist Exam Overview:

|                                |                                                                                                                                            |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Certification Vendor:</b>   | Salesforce                                                                                                                                 |
| <b>Exam Name:</b>              | Salesforce Certified Marketing Cloud Email Specialist                                                                                      |
| <b>Exam Number:</b>            | Marketing-Cloud-Email-Specialist                                                                                                           |
| <b>Real Exam Qty:</b>          | Approximately 60 questions                                                                                                                 |
| <b>Related Certifications:</b> | Salesforce Certified Marketing Cloud Developer<br>Salesforce Certified Marketing Cloud Administrator<br>Salesforce Certified Administrator |
| <b>Passing Score:</b>          | Approximately 67%                                                                                                                          |

|                                     |                                                                                                                                                                       |
|-------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Available Languages:</b>         | Japanese, English                                                                                                                                                     |
| <b>Exam Format:</b>                 | Multiple Select, Multiple Choice                                                                                                                                      |
| <b>Exam Price:</b>                  | USD 200                                                                                                                                                               |
| <b>Exam Duration:</b>               | 60 minutes                                                                                                                                                            |
| <b>Certificate Validity Period:</b> | 1 year (maintenance required annually)                                                                                                                                |
| <b>Recommended Training:</b>        | Trailhead: Marketing Cloud Email Specialist Prep<br>Salesforce Marketing Cloud Email Studio Training                                                                  |
| <b>Exam Registration:</b>           | Salesforce Credentials Registration<br>Kryterion Webassessor                                                                                                          |
| <b>Sample Questions:</b>            | Salesforce Marketing-Cloud-Email-Specialist Sample Questions                                                                                                          |
| <b>Exam Way:</b>                    | Online proctored exam via Webassessor (Kryterion) or authorized test centers                                                                                          |
| <b>Pre Condition:</b>               | No formal prerequisites, but familiarity with Salesforce Marketing Cloud and email marketing concepts is strongly recommended.                                        |
| <b>Official Syllabus URL:</b>       | <a href="https://trailhead.salesforce.com/credentials/marketingcloude mailspecialist">https://trailhead.salesforce.com/credentials/marketingcloude mailspecialist</a> |

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## Valid Marketing-Cloud-Email-Specialist Test Discount - Marketing-Cloud-Email-Specialist Exam PDF

We are never complacent about our achievements, so all content of our Marketing-Cloud-Email-Specialist exam questions are strictly researched by proficient experts who absolutely in compliance with syllabus of this exam. Accompanied by tremendous and popular compliments around the world, to make your feel more comprehensible about the Marketing-Cloud-Email-Specialist study prep, all necessary questions of knowledge concerned with the exam are included into our Marketing-Cloud-Email-Specialist simulating exam.

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.

The Marketing-Cloud-Email-Specialist Certification Exam consists of 60 multiple-choice questions and must be completed within 105 minutes. Marketing-Cloud-Email-Specialist exam is proctored and can be taken at a testing center or online. The passing score for the exam is 68%, and the certification is valid for two years.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q151-Q156):

### NEW QUESTION # 151

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. SQL query activities
- **B. Filter activity**
- C. Filtered group
- D. Data filter

**Answer: B**

### NEW QUESTION # 152

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > Data Extension Extract

- B. Tracking Extract > Import Activity > SQL Activity
- C. Tracking Extract > File Transfer > Import Activity

**Answer: C**

Explanation:

To import the Not Sent extract into a data extension and use it as an exclusion audience, the correct sequence of steps in Automation Studio involves:

- \* Tracking Extract to get the Not Sent data,
- \* File Transfer to move the extracted file to the safehouse or appropriate location, Reference: Salesforce Marketing Cloud Documentation on Automation Studio Activities

#### NEW QUESTION # 153

NTO has a master customer shared data extension the company want to make the table available to some of the business unit but not all of them how can access to master costumer table be restricted.

- A. shared data extension permission
- B. manage data extension policies
- C. data extension sharing rule
- D. date time range for access.

**Answer: A**

#### NEW QUESTION # 154

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

- A. File Transfer Activity > Import File Activity > Send Email
- B. File Transfer Activity > Send Email
- C. Import File Activity > File Transfer Activity > Send Email
- D. Import File Activity > Send Email

**Answer: A**

Explanation:

Explanation/Reference:

#### NEW QUESTION # 155

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- A. Einstein Messaging Insights
- B. Einstein Email Recommendations
- C. Einstein Copy Insights

**Answer: A**

Explanation:

Explanation

Einstein Messaging Insights provides warnings and advice automatically about email sends using artificial intelligence. It analyzes email performance data and identifies issues and opportunities for improvement.

Einstein Copy Insights is a tool that helps generate and optimize email subject lines using natural language processing. Einstein Email Recommendations is a tool that helps deliver personalized product recommendations based on customer behavior and preferences.

## NEW QUESTION # 156

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