

# New Marketing-Cloud-Email-Specialist Test Braindumps & Marketing-Cloud-Email-Specialist Reliable Braindumps Free

Salesforce ADM-261 Service Cloud Administration 3

**NEW QUESTION # 201**

Which method can be used to route social media inquiries with Salesforce using Salesforce for Twitter and Facebook?

- A. Enable social profile and add assignment rules to the case object
- B. Use Twitter-to-Case and add workflow rules to the case object
- C. Enable social profile and add workflow rules to the contact object
- D. Use the routing queues provided with Salesforce for Twitter and Facebook

**Answer: A**

**NEW QUESTION # 202**

One business unit at Universal Containers has been using Service Cloud for several years. While migrating another business unit to the platform, a System Administrator incorrectly imported 200,000 case records, which created significant data corruption of existing records. The most recent data backup available is more than 90 days old. Which option should the Consultant recommend?

- A. Use Data Loader to delete the corrupt data.
- B. Log a Data Recovery case with Salesforce Support.
- C. Restore the data using the available backup.
- D. Manually update the corrupt data to correct it.

**Answer: B**

**NEW QUESTION # 203**

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

#### NEW QUESTION # 53

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible. Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- **B. Use contrasting colors**
- C. Build image-based emails.

**Answer: B**

Explanation:

Explanation

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

#### NEW QUESTION # 54

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

**Answer: A**

#### NEW QUESTION # 55

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that contains several recurring emails and decisioning points
- B. An automation that deletes old data extensions, emails, and reports
- **C. An automation that Imports subscriber data regularly and updates key data extensions**

**Answer: C**

Explanation:

An automation that imports subscriber data regularly and updates key data extensions is what NTO should create as a good first step to add automation to its email marketing. This automation will help NTO keep its subscriber data up-to-date and consistent across different data extensions. It will also enable NTO to use this data for segmentation, personalization, reporting, etc. An

automation that deletes old data extensions, emails, and reports may be useful for cleaning up unused assets, but it is not directly related to email marketing. An automation that contains several recurring emails and decisioning points may be too complex for a first step and may require more planning and testing.

#### NEW QUESTION # 56

Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions. NTO would like to send out a series of emails to educate and remind members to purchase the subscription before the trial ends.

What tool is an option for this scenario?

- A. Automation Studio
- B. Contact Builder
- C. Send Flow
- D. Content Builder

**Answer: C**

#### NEW QUESTION # 57

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use a Guided Send to perform a test send to Internal users using subscriber data.
- B. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

**Answer: C**

Explanation:

Using Preview and Test, selecting a targeted subscriber, and sending the email to internal team members is what NTO should do to build confidence in its dynamic email capabilities. Preview and Test is a feature that allows you to preview how your email will look for different subscribers based on their data and personalization. You can also send a test email to yourself or other internal team members to verify the content and functionality of your email. Using a Guided Send to perform a test send to internal users using subscriber data would also work, but it would consume tracking data and affect reporting. Using CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs would not be feasible or efficient.

#### NEW QUESTION # 58

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