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Complete Guide to Marketing-Cloud-Email-Specialist Exam Questions

Introduction

In the world of digital marketing, the **Marketing-Cloud-Email-Specialist** plays an important role in building and managing effective email campaigns. To obtain this certificate, candidates must pass an exam that covers a variety of important topics. This article will provide a complete and comprehensive guide on **Marketing-Cloud-Email-Specialist exam questions**, including study strategies, question types, and tips for success.

<https://www.crack4sure.com/Marketing-Cloud-Email-Specialist-dumps.html>

What is Marketing-Cloud-Email-Specialist?

The Marketing-Cloud-Email-Specialist is a professional trained in the use of **Salesforce Marketing Cloud** to plan, execute, and manage email marketing campaigns. They are responsible for strategizing content, analyzing data, and optimizing campaign performance. This certificate proves that one has the necessary skills to effectively use email marketing tools and technologies.

Marketing-Cloud-Email-Specialist Exam Structure

The Marketing-Cloud-Email-Specialist exam consists of different types of questions, including:

1. Multiple Choice Questions

This type of question asks the candidate to choose the correct answer from several options given. Candidates need to understand the basic concepts and practical applications to answer correctly.

2. Scenario Questions

Scenario questions present real-world situations that require candidates to choose the best course of action based on their knowledge. This tests the candidate's ability to apply theoretical knowledge in a practical context.

3. Case Study Questions

This question requires an in-depth analysis of specific cases related to email campaigns. Candidates need to identify a problem, propose a solution, and provide a strong justification.

Main Topics in the Exam

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q140-Q145):

NEW QUESTION # 140

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

- * Commas
- * Tabs
- * Pipes
- * Tilde
- * Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

- A. Pipe
- B. Tab
- **C. Comma**
- D. Fixed widths

Answer: C

NEW QUESTION # 141

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email. Which results file format is available for selection when generating this report?

- A. Word Document (.docx)
- B. Image File (.jpg)
- C. Compressed File (.tar.gz)
- **D. Data File (.csv)**

Answer: D

NEW QUESTION # 142

A healthcare company imports its patient portal registrations at the parent level business unit (BU). The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- A. After the file import, use the transfer file activity to move data into data extensions in child BUS.
- **B. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.**
- C. Create automations that import the data directly into the child BUs to bypass the parent level BU.

Answer: B

Explanation:

Explanation

After the file import, using the filter activity to populate shared data extensions that are available to child BUs is the best option to ensure data is available at the child BU level. This way, the parent level BU can import the data once and then filter it based on the criteria for each child BU. The child BUs can then access the shared data extensions without having access to the parent level BU. Using the transfer file activity to move data into data extensions in child BUs would require creating separate files for each child BU.

and transferring them individually. Creating automations that import the data directly into the child BUs would bypass the parent level BU, but it would also duplicate the import process for each child BU.

NEW QUESTION # 143

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. Send Previews
- **B. Scheduled Sends**
- C. Test Sends
- **D. A/B Tests**
- **E. Triggered Sends**

Answer: B,D,E

NEW QUESTION # 144

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manger Settings
- **B. Automation Notification Settings**
- C. Import Activity Notification Settings

Answer: B

Explanation:

Automation Notification Settings allow marketers to configure email notifications for automation activities, such as data imports, data exports, or SQL queries. Marketers can choose to receive notifications for all activities, only failed activities, or none. [Source: Trailhead]

NEW QUESTION # 145

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