

100% Pass Quiz 2026 Marketing-Cloud-Email-Specialist: Salesforce Certified Marketing Cloud Email Specialist Updated Customizable Exam Mode



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GetValidTest's Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) exam questions contain Salesforce Marketing-Cloud-Email-Specialist real questions and answers that have been compiled and verified by Salesforce specialists in the field. This demonstrates that the real questions and answers in the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) material are legitimate for the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) practice exam. The Salesforce Marketing-Cloud-Email-Specialist practice questions are intended to help you easily and confidently clear the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist).

Salesforce Certified Marketing Cloud Email Specialist certification is recognized globally and is a valuable asset for professionals looking to advance their careers in the field of marketing. It demonstrates an individual's proficiency in using the Salesforce Marketing Cloud platform to create and execute successful email marketing campaigns. Salesforce Certified Marketing Cloud Email Specialist certification also validates their ability to leverage marketing automation techniques to drive engagement and revenue. Overall, the Salesforce Marketing-Cloud-Email-Specialist exam is a comprehensive assessment of an individual's skills and knowledge in email marketing and is an essential step towards career growth in this field.

Salesforce Marketing Cloud is a powerful marketing automation tool that helps businesses create, manage, and optimize their email marketing campaigns. This platform allows marketers to design and deliver personalized email content, automate email campaigns, and track email performance metrics. The Salesforce Marketing-Cloud-Email-Specialist Exam is focused on testing your knowledge of this platform and your ability to leverage its features to drive successful email marketing campaigns.

The Salesforce Certified Marketing Cloud Email Specialist certification exam is intended for professionals who have at least six months of experience working with the Salesforce Marketing Cloud platform. It is recommended that candidates have experience in email marketing, including creating and managing email campaigns, designing email templates, and analyzing campaign performance. Candidates should also have a basic understanding of marketing automation and data management principles.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q83-Q88):

NEW QUESTION # 83

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP. Which activity is missing?

- A. Import File
- **B. File Transfer**
- C. Fire Event

Answer: B

NEW QUESTION # 84

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

- A. Subscriber Attributes
- B. Primary Key
- **C. Subscriber Key**
- D. System Preferences

Answer: C

NEW QUESTION # 85

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure fallback content has been configured for Gmail.
- B. Ensure characters in the CSS tags are limited to 16kB.
- **C. Ensure the 'Optimize for Gmail' checkbox is selected.**

Answer: C

NEW QUESTION # 86

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- **A. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.**
- B. Use a substitution string to populate a subscriber's name in the subject line.
- **C. Change the color of the email background to match their subscribers' preferred color of choice.**
- D. Use a substitution string to populate a photo of the subscriber in the header of the email.

Answer: A,C

NEW QUESTION # 87

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. conversion
- **B. linkname**
- C. alias

Answer: B

Explanation:

The tag that NTO should add to the HTML <a> element to differentiate the links is linkname¹. Linkname is an attribute that allows NTO to assign a custom name to each link in their email, which can help them track and measure the performance of each link type². By using linkname, NTO can see how many clicks each image, text, or URL link received in their email reports³. For example, NTO can use linkname like this:

```
<a href="https://www.nto.com" linkname="logo">  </a> <a href="https://www.nto.com" linkname="text"> Click here to visit our website </a> <a href="https://www.nto.com" linkname="url"> https://www.nto.com </a>
```

Conversion is not the correct answer, as it does not help differentiate the links. Conversion is an attribute that allows NTO to track and measure the revenue generated by each link in their email⁴. By using conversion, NTO can see how much sales each link contributed to their email campaigns⁵. However, conversion does not affect the name or appearance of the links.

Alias is also not the correct answer, as it does not help differentiate the links. Alias is an attribute that allows NTO to assign a friendly name to each link in their email, which can help them improve their email deliverability and reputation. By using alias, NTO can avoid using long or suspicious-looking URLs that may trigger spam filters or deter subscribers from clicking. However, alias does not affect the tracking or reporting of the links. References = 1: Link Attributes - Salesforce 2: Marketing Cloud Email Specialist Certification Guide & Tips 3: Email Tracking - Salesforce 4: Conversion Tracking - Salesforce 5: Conversion Tracking Reports - Salesforce : Alias Tag - Salesforce : Email Deliverability Best Practices for Email Studio - Salesforce

NEW QUESTION # 88

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