

Updated Marketing-Cloud-Email-Specialist Test Cram - Valid Real Marketing-Cloud-Email-Specialist Exam



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Our worldwide after sale staff on the Marketing-Cloud-Email-Specialist exam questions will be online and reassure your rows of doubts as well as exclude the difficulties and anxiety with all the customers. Just let us know your puzzles on Marketing-Cloud-Email-Specialist study materials and we will figure out together. We can give you suggestion on Marketing-Cloud-Email-Specialist training engine 24/7, as long as you contact us, no matter by email or online, you will be answered quickly and professionally!

To become a Salesforce Certified Marketing Cloud Email Specialist, individuals must pass the Marketing-Cloud-Email-Specialist exam. Marketing-Cloud-Email-Specialist exam consists of 60 multiple-choice questions and has a time limit of 105 minutes. Marketing-Cloud-Email-Specialist exam is computer-based and can be taken at a testing center or remotely. The passing score for Marketing-Cloud-Email-Specialist exam is 67%, and the certification is valid for two years. Overall, the Salesforce Marketing-Cloud-Email-Specialist certification is a valuable credential for professionals in the field of email marketing, providing them with the skills and knowledge needed to succeed in this highly competitive industry.

What is the duration, language, and format of Salesforce Marketing cloud email specialist Exam

- Duration : 90 minutes
- Language : English
- Passing score: 65%
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click here for information on scheduling an exam
- Number of questions : 60 questions

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a challenging exam that requires a deep understanding of email marketing best practices and the ability to use Marketing Cloud to create and manage email campaigns. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for marketing professionals who are looking to validate their skills and knowledge in email marketing, and who want to demonstrate their ability to use Salesforce Marketing Cloud effectively.

>> Updated Marketing-Cloud-Email-Specialist Test Cram <<

Valid Real Salesforce Marketing-Cloud-Email-Specialist Exam - Review Marketing-Cloud-Email-Specialist Guide

We have authoritative production team made up by thousands of experts helping you get hang of our Salesforce Certified Marketing Cloud Email Specialist study question and enjoy the high quality study experience. We will update the content of Marketing-Cloud-Email-Specialist test guide from time to time according to recent changes of examination outline and current policies, so that every examiner can be well-focused and complete the exam focus in the shortest time. Besides, our Marketing-Cloud-Email-Specialist Exam Questions can help you optimize your learning method by simplifying obscure concepts so that you can master better. One

more to mention, with our Marketing-Cloud-Email-Specialist test guide, there is no doubt that you can cut down your preparing time in 20-30 hours of practice before you take the exam.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q158-Q163):

NEW QUESTION # 158

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email. Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Copy insights
- **B. Einstein Messaging Insight**
- C. Einstein Engagement Scoring

Answer: B

Explanation:

Einstein Messaging Insights provides notification badges to alert marketers of any performance issues with their email campaigns. It also provides recommendations on how to improve the email performance. [Source: Trailhead]

NEW QUESTION # 159

How is Primary Key used?

- A. Primary Key is the unique value to identify a subscriber
- B. Primary Key is used when defining a Send Relationship
- **C. Primary Key identifies a row or a field in a data extension as unique**
- D. Primary Key prevents data from being overwritten in a data extension

Answer: C

NEW QUESTION # 160

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold. Which feature should the marketing team use to achieve this?

- A. Send Flow
- B. Send Email Activity
- **C. Send Throttling**
- D. Triggered Send

Answer: C

NEW QUESTION # 161

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

- A. Smart Capture
- **B. Filtered Group**
- C. Publication List
- D. List Detective

Answer: B

NEW QUESTION # 162

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension. What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- **B. Use Automation Studio to query a population into a data extension.**
- C. Use a Decision Split activity on the journey canvas.

Answer: B

Explanation:

Using Automation Studio to query a population into a data extension is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails. This will reduce the size of the data extension and improve the performance of the journey. Using Filter Contacts criteria or a Decision Split activity will still load all loyalty members into the journey, which is inefficient and unnecessary.

[Source: Trailhead]

NEW QUESTION # 163

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The Salesforce Certified Marketing Cloud Email Specialist certification exam is a valuable asset for beginners and seasonal professionals. If you want to improve your career prospects then Marketing-Cloud-Email-Specialist certification is a step in the right direction. Whether you're just starting your career or looking to advance your career, the Marketing-Cloud-Email-Specialist Certification Exam is the right choice. With the Marketing-Cloud-Email-Specialist certification you can gain a range of career benefits which include credibility, marketability, validation of skills, and access to new job opportunities.

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