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The Salesforce job market has become so competitive and challenging. To stay competitive in the market as an experienced Salesforce professional you have to upgrade your skills and knowledge with the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) certification exam. With the Salesforce Marketing-Cloud-Email-Specialist exam dumps you can easily prove your skills and upgrade your knowledge. To do this you just need to enroll in the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) certification exam and put all your efforts to pass this challenging Marketing-Cloud-Email-Specialist exam with good scores. However, you should keep in mind that to get success in the Marketing-Cloud-Email-Specialist certification exam is not a simple and easy task.

In addition to enhancing career prospects, earning the Salesforce Marketing-Cloud-Email-Specialist certification can also benefit organizations that leverage the Salesforce Marketing Cloud platform. Certified professionals can help optimize email campaigns, improve customer engagement, and drive revenue growth through targeted and personalized marketing initiatives.

Salesforce Marketing-Cloud-Email-Specialist Exam is a certification exam that tests the knowledge and skills of individuals in the field of email marketing using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification is a valuable asset for professionals who work with the Marketing Cloud and want to demonstrate their expertise in email marketing. Marketing-Cloud-Email-Specialist Exam is designed to assess a candidate's ability to plan, create, manage, and analyze email marketing campaigns using the Marketing Cloud.

Salesforce Marketing Cloud Email Specialist certification exam is designed to test your knowledge of the features and functionalities of Salesforce Marketing Cloud. It covers topics such as email marketing best practices, email design, subscriber management, automation, and analytics. Marketing-Cloud-Email-Specialist exam consists of 60 multiple-choice questions and you have 90 minutes to complete it. To pass the exam, you need to earn a score of 65% or higher.

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## Realistic Upgrade Marketing-Cloud-Email-Specialist Dumps, Ensure to pass the Marketing-Cloud-Email-Specialist Exam

In the past ten years, our company has never stopped improving the Marketing-Cloud-Email-Specialist exam cram. For a long time, we have invested much money to perfect our products. At the same time, we have introduced the most advanced technology and researchers to perfect our Marketing-Cloud-Email-Specialist exam questions. At present, the overall strength of our company is much stronger than before. We are the leader in the market and master the most advanced technology. In fact, our Marketing-Cloud-Email-Specialist Test Guide has occupied large market shares because of our consistent renovating. We have built a powerful research center and owned a strong team. Up to now, we have got a lot of patents about the Marketing-Cloud-Email-Specialist test guide. In the future, we will continuously invest more money on researching.

### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q66-Q71):

#### NEW QUESTION # 66

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time. Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Wait Activity
- B. Data Extract Activity
- C. **Verification Activity**

**Answer: C**

Explanation:

Verification Activity in Salesforce Marketing Cloud ensures that specific criteria are met before an automation continues. In the context of Northern Trail Outfitters, using a Verification Activity can check if all necessary data extensions are present and correctly populated before proceeding with the automation. This step is crucial to prevent the automation from completing with missing data, which would result in inaccurate reports.

References:

\* Salesforce Marketing Cloud Documentation: Verification Activity

#### NEW QUESTION # 67

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A. Dynamic Content Block
- B. **Reference Content Block**
- C. Einstein Content Selection

**Answer: B**

Explanation:

To ensure that the most up-to-date content is included in each email, Northern Trail Outfitters should use a Reference Content Block. This type of content block allows you to create content once and reuse it across multiple emails. By referencing the content block in different emails, any updates made to the content block will automatically reflect in all emails that use it. This ensures consistency and timeliness of the content, which is especially useful for special events and content that change throughout the year.

Reference: Salesforce Marketing Cloud Documentation on Reference Content Blocks

#### NEW QUESTION # 68

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replicate the automation and schedule mem to execute server eight hours

- B. Implement an API to start automation with every file transfer.
- C. Replace the Schedule with File Drop and use a filename pattern

**Answer: C**

Explanation:

To process the files as they are received while minimizing network, you should replace the schedule with file drop and use a filename pattern. This will allow you to trigger the automation whenever a file with a specific name pattern is dropped into the Marketing Cloud SFTP

#### **NEW QUESTION # 69**

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Segment email sends by domain.
- B. Use Delayed Delivery
- C. Configure Send Throttling.

**Answer: C**

Explanation:

Send Throttling allows marketers to control the rate at which emails are sent, thereby preventing performance issues on the website caused by sudden spikes in traffic. By configuring send throttling, Northern Trail Outfitters can spread out the email send over a period of time, reducing the load on their website. For detailed information, refer to the Send Throttling documentation.

#### **NEW QUESTION # 70**

NTO is launching a custom corporate branded apparel website, they are concerned about the new initiative campaign impacting deliverability to its customers retail sends. NTO has purchased a second IP address to be used for the corporate sites email sending, what feature the NTO administrator will use to specify that which IP address is used for retail vs corporate.

- A. Senders profile
- B. Delivery profile
- C. Send definition
- D. Send classification

**Answer: B**

#### **NEW QUESTION # 71**

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