

Prep Marketing-Cloud-Email-Specialist Guide, Free Marketing-Cloud-Email-Specialist Updates



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q81-Q86):

NEW QUESTION # 81

A marketing team wants to narrow down a customer population of several billion subscribers based on e commerce order detail's

and rapidly explore the data to find appropriate segments
what tool should the marketing team use

- A. filters
- B. profile attributes
- C. data extract activity
- **D. Audience builder**

Answer: D

NEW QUESTION # 82

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- **A. Create a new data extension with the new fields.**
- B. Edit the fields in the synchronized data source.
- C. Create a data filter that includes the new fields.

Answer: A

NEW QUESTION # 83

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers. What feature would allow for easy segmentation?

- A. AMPscript
- **B. Data Filters**
- C. Query Activities
- D. Measures

Answer: B

NEW QUESTION # 84

We are creating a custom html paste email within content builder, which 2 features can be inserted into the html code by using the insert code snippet tool. Choose 2 answers

- A. A tooltip
- **B. physical mailing address**
- **C. track emails open**
- D. stored content box

Answer: B,C

NEW QUESTION # 85

A marketer needs to share report results with a manager.

Which three options could be used to deliver the report to the manager using Reports in Marketing Cloud?

(Choose three.)

- **A. Save the report as a Snapshot.**
- **B. Email the report.**
- **C. Save the report to an SFTP folder.**
- D. Notify the manager with a pop-up.
- E. Text a link to the report.

Answer: A,B,C

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