

# Marketing-Cloud-Email-Specialist New Dumps Files | Practice Marketing-Cloud-Email-Specialist Tests



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To become a Salesforce Certified Marketing Cloud Email Specialist, candidates must pass a 60-question multiple-choice exam within 105 minutes. Marketing-Cloud-Email-Specialist Exam is administered by Salesforce and can be taken online or at a testing center.

Salesforce Marketing-Cloud-Email-Specialist certification is a valuable asset for professionals who are seeking to enhance their career in the field of digital marketing. It is an industry-recognized certification that demonstrates the candidate's mastery of email marketing concepts and proficiency in using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for email marketing professionals, marketing executives, digital marketing managers, and marketing analysts who want to take their career to the next level.

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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a comprehensive exam that covers a wide range of topics related to email marketing. Marketing-Cloud-Email-Specialist exam consists of 60 multiple-choice questions, and candidates are given 90 minutes to complete the exam. Marketing-Cloud-Email-Specialist Exam is designed to test the candidate's knowledge of email marketing best practices, email content creation, email deliverability, email automation, and campaign reporting.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q118-Q123):

### NEW QUESTION # 118

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

- A. Criteria setting to segment contacts based on behavior using SQL.
- B. A/B/N testing as part of the workflow to conduct timing and creative tests.
- C. Updating or creating Salesforce CRM objects or records.
- D. Goal setting to have the system listen to see if users met the goal.
- E. Extracting data from an Audience data extension for analysis.

**Answer: A,B,D**

### NEW QUESTION # 119

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > File Transfer Activity > Send Email
- B. File Transfer Activity > Import File Activity > Send Email
- C. File Transfer Activity > Send Email
- D. Import File Activity > Send Email

**Answer: B**

### NEW QUESTION # 120

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

**Answer: C**

Explanation:  
Explanation

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

### NEW QUESTION # 121

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- **A. Einstein Messaging Insights**
- B. Einstein Email Recommendations
- C. Einstein Copy Insights

**Answer: A**

Explanation:

Einstein Messaging Insights is a tool within Salesforce Marketing Cloud that leverages artificial intelligence to provide real-time insights and alerts about the performance of your email sends. It identifies anomalies and provides recommendations on how to improve engagement and deliverability. This tool helps marketers by automatically detecting any issues with email sends and offering actionable advice to rectify them. It is specifically designed to enhance the effectiveness of your email marketing campaigns through intelligent data analysis.

References:

\* Salesforce Marketing Cloud Documentation: Einstein Messaging Insights

### NEW QUESTION # 122

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Use the complaint exclusion list on future sends.
- **B. Add the subscriber to the auto-suppression list.**
- C. Delete the subscriber from All Subscribers

**Answer: B**

Explanation:

Explanation

The auto-suppression list is a list of subscribers who should not receive any commercial messages from your account. You can add subscribers to this list manually or automatically based on certain criteria, such as spam complaints. This will prevent the subscriber from receiving further commercial messages from your account.

### NEW QUESTION # 123

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