

Quiz 2026 Salesforce Marketing-Cloud-Email-Specialist: Cost Effective Salesforce Certified Marketing Cloud Email Specialist Dumps



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Earning the Salesforce Marketing-Cloud-Email-Specialist Certification can provide numerous benefits to individuals and their organizations. It demonstrates a candidate's commitment to staying up-to-date with the latest email marketing trends and best practices. It can also help individuals increase their job prospects and salary potential. For organizations, having certified professionals can improve their email marketing capabilities and lead to better customer engagement and retention.

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Salesforce Marketing Cloud platform is a powerful tool that provides marketers with a comprehensive suite of capabilities to create and manage email campaigns, build personalized journeys, automate workflows, and analyze campaign performance. This platform enables marketers to engage with their customers in a personalized and relevant way, resulting in higher engagement and conversion rates.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for professionals who are interested in validating their expertise in email marketing. Salesforce Certified Marketing Cloud Email Specialist certification exam is specifically designed to test the knowledge and skills required to manage email marketing campaigns using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Email Specialist certification exam is intended for individuals who have 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 Sample Questions (Q111-Q116):

NEW QUESTION # 111

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis.

Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

- A. Templates provide the ability to create email messages using content blocks.
- B. Emails can be formatted for desktop and mobile without extra coding.
- C. One template can only be used for one email, maintaining brand standards.
- D. HTML developers are needed to build templates, but not emails.

Answer: A,B

NEW QUESTION # 112

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Nothing - bounce rates up to 30% are acceptable.
- B. Remove the bounced addresses before the next send.
- C. Continue monitoring the bounce rate for changes.

Answer: B

Explanation:

Removing the bounced addresses before the next send is a best practice to uphold the sender reputation and avoid being marked as spam. Bounce rates above 10% are considered high and can negatively affect the deliverability and engagement of email campaigns.

[Source: Trailhead]

NEW QUESTION # 113

Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

- A. Lists and Data Extensions
- B. Active Audiences
- C. Lists
- D. Data Extensions

Answer: D

NEW QUESTION # 114

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.

What contributes to these unsubscribe reasons?

- A. Universal Unsubscribe
- B. List Unsubscribe header
- C. Profile Center Unsubscribe

Answer: B

Explanation:

The List Unsubscribe header is an email header that allows subscribers to easily unsubscribe from emails without relying on the sender's unsubscribe link. This header is managed by various email clients and ISPs, offering recipients a one-click method to unsubscribe, which can contribute to unsubscribe reasons even if Reply Mail Management (RMM) is not implemented in the account.

Reference: Salesforce Marketing Cloud Documentation on List Unsubscribe Header

NEW QUESTION # 115

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction. What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- **B. Query the data using a specific date range parameter**
- C. Use Einstein engagement scores to identify affected users.

Answer: B

NEW QUESTION # 116

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