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Salesforce Marketing-Cloud-Email-Specialist Exam is a certification program designed for professionals who want to demonstrate their expertise in email marketing using Salesforce Marketing Cloud. Marketing-Cloud-Email-Specialist exam is intended for individuals who have experience in creating and managing email campaigns, designing email templates, and personalizing email content in Salesforce Marketing Cloud.

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q74-Q79):

### NEW QUESTION # 74

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

- A. hyperlinks
- B. from name
- C. subject line
- D. send count

**Answer: B,C**

**NEW QUESTION # 75**

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Overviewtab > Clicks
- C. Tracking Click Activity tab > Link View
- D. Tracking Click Activity tab > Email Overlay View

**Answer: D**

**NEW QUESTION # 76**

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure characters in the CSS tags are limited to 16kB.
- B. Ensure the 'Optimize for Gmail' checkbox is selected.
- C. Ensure fallback content has been configured for Gmail.

**Answer: C**

Explanation:

Explanation

The 'Optimize for Gmail' checkbox is not related to the interactive form, but to the email layout and rendering. The characters in the CSS tags are limited to 16kB for all email clients, not just Gmail. The fallback content is the only option that ensures the interactive form displays correctly in Gmail, as it provides an alternative content for email clients that do not support interactive forms. You can learn more about this in the Interactive Email Form module on Trailhead.

**NEW QUESTION # 77**

A marketer is about to introduce content builder to the entire NTO marketing team, which three considerations should the marketing team keep in mind as they begin using the content builder. Choose three answers.

- A. A new conventions and rules for useraccessing content builder establish a namingconvention optimize for search.
- B. create a folder structure prior to importing asset
- C. Import duplicatecopies of content for different msg or groups
- D. focus on creating an importing content for one primary channel

**Answer: A,B,D**

**NEW QUESTION # 78**

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content.

NTO works with an agency to provide the translations, but they lack email developer resources.

What should NTO do to create and send localized content at scale?

- A. Leverage Multilingual Content Blocks.
- B. Leverage Enhanced Dynamic Content.
- C. Leverage templates with AMP script.

**Answer: A**

Explanation:

Leveraging Multilingual Content Blocks is the best option for NTO to create and send localized content at scale. Multilingual Content Blocks allow you to create a single content block that can display different versions of text based on the subscriber's preferred language. You can use a spreadsheet or a data extension to store the translations and then map them to the content block. This way, you can avoid creating multiple templates or emails for each language. Leveraging templates with AMPscript or Enhanced Dynamic Content would require more coding and development skills.

## NEW QUESTION # 79

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