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NEW QUESTION: 1

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscriber Lists.

- A. The email will be sent to the email address stored on Data Extension
- B. The email will be sent to the email address stored on All Subscriber Lists
- C. The email will be sent to the subscriber Key on All Subscribers List
- D. The email will be sent to the field marked as the Primary Key

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 2

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would be used to specify which IP address is used for retail vs. corporate?

- A. Send Definition
- B. Delivery Profile
- C. Sender Profile
- D. Send Classification

Answer: [\(SHOW ANSWER\)](#)

NEW QUESTION: 3

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All kinds of exams are changing with dynamic society because the requirements are changing all the time. To keep up with the newest regulations of the Marketing-Cloud-Email-Specialist exam, our experts keep their eyes focusing on it. And the Marketing-Cloud-Email-Specialist study tool can provide a good learning platform for users who want to get the test Marketing-Cloud-Email-Specialist Certification in a short time. If you can choose to trust us, I believe you will have a good experience when you use the Salesforce Marketers study guide, and you can pass the exam and get a good grade in the test Marketing-Cloud-Email-Specialist certification.

Obtaining the Salesforce Certified Marketing Cloud Email Specialist certification demonstrates an individual's proficiency in email marketing and their ability to use the Salesforce Marketing Cloud platform effectively. Salesforce Certified Marketing Cloud Email Specialist certification can help individuals advance their career in the field of digital marketing and increase their earning potential. Additionally, it can benefit companies by ensuring that their employees have the necessary skills to create successful email campaigns and maximize the ROI of their marketing efforts.

Salesforce Marketing-Cloud-Email-Specialist Exam is designed to test the proficiency of individuals in the field of email marketing using the Salesforce Marketing Cloud platform. Marketing-Cloud-Email-Specialist exam is primarily intended for email marketers, marketing automation specialists, and other professionals involved in email marketing campaigns. The Salesforce Certified Marketing Cloud Email Specialist certification validates an individual's knowledge and skills in email marketing, including email design and development, email automation, and email analytics.

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To become a Salesforce Certified Marketing Cloud Email Specialist, candidates must pass the certification exam. Marketing-Cloud-Email-Specialist Exam covers a range of topics related to email marketing, including email design, subscriber management, data management, and automation. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for digital marketing professionals who want to demonstrate their expertise in using the Marketing Cloud Email platform for creating and executing email campaigns.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q80-Q85):

NEW QUESTION # 80

EXAM Question: Describe Global legal compliance guidelines. CAN-SPAM (Controlling the Assault on Non-solicited Pornography and Marketing Act). CAN-SPAM act requires that commercial emails: (Choose 6)

- A. Provide a mechanism to opt-out.
- B. Accurately identify the sender in header info.
- C. Include your Physical mailing address
- D. CAN-SPAM can be ignored.
- E. ID message as advertisement unless you have opt-in from subscriber
- F. Honor Opt-out requests within 10 days and unsubscribe must be operational for 30 days.
- G. Use a subject line that accurately represents the email.
- H. Honor Opt-out within 5 days and unsubscribe must be operational indefinitely.

Answer: A,B,C,E,F,G

NEW QUESTION # 81

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript. Which statement best describes how AMPscript can be used to customize email messages?

- A. Provides advanced content personalization
- B. Automates the flow of creating email messages
- C. Inserts responsive content based on the user's viewing device
- D. Automates the template creation process

Answer: A

Explanation:

Explanation/Reference:

NEW QUESTION # 82

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the data extension as Sendable.
- B. Use Email Address as Subscriber Key.

- C. Mark the field as the Primary Key.

Answer: C

Explanation:

To ensure that the Email Address field values are unique in a data extension, the marketer should mark the field as the Primary Key. By setting the Email Address field as the Primary Key, Salesforce Marketing Cloud enforces uniqueness for this field within the data extension, preventing duplicate email addresses from being entered.

References:

* Salesforce Marketing Cloud Documentation: Data Extensions

NEW QUESTION # 83

Northern Trail Outfitters (NTO) is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over lists? (Choose three.)

- A. NTO is storing product and store data.
- B. NTO has fewer than 250,000 subscribers.
- C. NTO needs flexible data storage.
- D. NTO has fewer than 15 data points.
- E. NTO will be using Journey Builder.

Answer: A,C,E

NEW QUESTION # 84

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers.

Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Block bounces
- B. Click rate
- C. Send volume

Answer: B

NEW QUESTION # 85

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