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To take the exam, candidates must have experience with Salesforce Marketing Cloud Email and be familiar with the platform's features and capabilities. They should also have a strong understanding of email marketing best practices and how to create effective email campaigns that drive results.

>> Exam Marketing-Cloud-Email-Specialist Book <<

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q67-Q72):

NEW QUESTION # 67

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

Answer: B

NEW QUESTION # 68

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, every time, create new version with tests of random audience splits with different messages. Which tool should NTO use to accomplish these iterative tests?

- **A. Journey Builder**
- B. Contact Builder
- C. Automation Studio

Answer: A

Explanation:

Journey Builder is the tool that allows marketers to create and manage customer journeys across multiple channels and touchpoints. Journey Builder can also perform A/B testing and random splits to test different versions of messages and paths. [Source: Trailhead]

NEW QUESTION # 69

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- **B. Content Detective**
- C. Subscriber Preview

Answer: B

Explanation:

Content Detective is the correct answer. Content Detective is a tool that allows you to scan your email content for any words or phrases that may trigger spam filters or cause deliverability issues. Content Detective assigns a score to your email based on the number and severity of the flags it detects, and provides suggestions on how to improve your content. You can learn more about this in the Email Testing Tools module on Trailhead.

NEW QUESTION # 70

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

Explanation:

Explanation/Reference:

NEW QUESTION # 71

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send.

Which out-of-the-box report provides what NTO needs?

- A. Account Send Summary
- B. Email Sends by User
- C. Email Performance Over Time

Answer: A

Explanation:

Explanation

The Account Send Summary report provides a list of all emails sent from the account or business unit, along with basic metrics such as sends, deliveries, opens, clicks, bounces, and unsubscribes. This report can be filtered by date range and business unit

NEW QUESTION # 72

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