

Pass Guaranteed 2026 Marketing-Cloud-Email-Specialist: Reliable Valid Salesforce Certified Marketing Cloud Email Specialist Exam Test



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q37-Q42):

NEW QUESTION # 37

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. Send Flow
- B. SQL Query Activity
- C. Filters
- D. Audience Builder

Answer: C

NEW QUESTION # 38

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email. Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Answer: C

NEW QUESTION # 39

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

- A. Rename content to be alphabetical
- B. Add tags to each piece of content
- C. Filter based on content type
- D. Create folders and move content

Answer: D

NEW QUESTION # 40

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMP script Lookup
- B. Send Classification and Subscriber Attributes
- C. Sender Profile and AMP script Lookup

Answer: C

Explanation:

Sender Profile and AMPscript Lookup are the functionalities that accomplish the requested configuration. A Sender Profile allows you to define the From Name, From Email, and Reply Email for an email send. You can use AMPscript Lookup function within a Sender Profile to dynamically populate these fields based on data from a data extension. For example, you can use Lookup function to retrieve the sales representative's name from a data extension based on the subscriber's ID and use it as the From Name. A Delivery Profile and a Send Classification are not related to personalizing the From Name. Subscriber Attributes are not stored in a data extension.

NEW QUESTION # 41

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Use Query Activities
- B. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- C. Use Drag and Drop Segmentation to create data filters, and the use Filter activities
- D. Use Drag and Drop Segmentation to create data filters

Answer: B,C

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