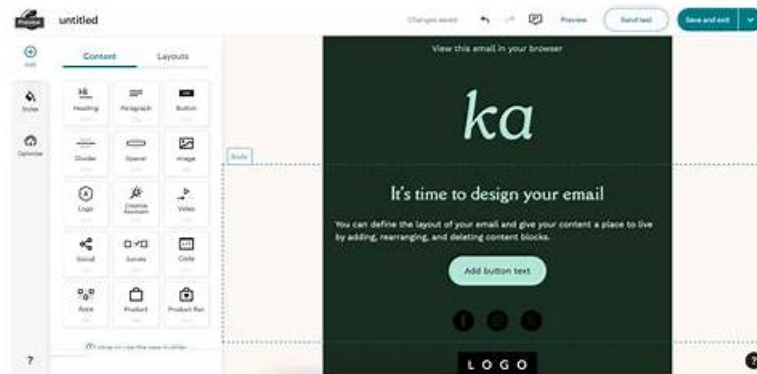


# Authorized New Marketing-Cloud-Email-Specialist Test Guide | Easy To Study and Pass Exam at first attempt & Newest Salesforce Certified Marketing Cloud Email Specialist



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The Salesforce Certified Marketing Cloud Email Specialist certification exam covers a wide range of topics related to email marketing, including email design, subscriber management, content creation, email deliverability, and analytics. Candidates are required to demonstrate their knowledge of these topics by answering multiple-choice questions and completing hands-on exercises.

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Salesforce Marketing-Cloud-Email-Specialist Certification is a valuable credential that demonstrates an individual's proficiency in using Salesforce Marketing Cloud for email marketing campaigns. Salesforce Certified Marketing Cloud Email Specialist certification is recognized globally and is highly respected in the industry. It is an excellent way for email marketers to showcase their expertise in using Salesforce Marketing Cloud and to differentiate themselves from their peers. Moreover, the certification provides individuals with access to a vast community of Salesforce Marketing Cloud professionals, which can be beneficial for networking and career growth.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q141-Q146):

### NEW QUESTION # 141

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed. What is the correct sequence of Activities for this File Drop Starting Source?

- A. File Transfer Activity > Send Email
- **B. File Transfer Activity > Import File Activity > Send Email**
- C. Import File Activity > File Transfer Activity > Send Email
- D. Import File Activity > Send Email

**Answer: B**

### NEW QUESTION # 142

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app. Which text should be used for the call-to-action button to drive the most engagement?

- A. Out new mobile app
- **B. Download now**
- C. Download out new mobile app here

**Answer: B**

### NEW QUESTION # 143

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence. Which standard tool best does this?

- A. Einstein Copy Insights
- **B. Einstein Messaging Insights**
- C. Einstein Email Recommendations

**Answer: B**

Explanation:

Einstein Messaging Insights is a tool within Salesforce Marketing Cloud that leverages artificial intelligence to provide real-time insights and alerts about the performance of your email sends. It identifies anomalies and provides recommendations on how to improve engagement and deliverability. This tool helps marketers by automatically detecting any issues with email sends and offering actionable advice to rectify them. It is specifically designed to enhance the effectiveness of your email marketing campaigns through intelligent data analysis.

References:

\* Salesforce Marketing Cloud Documentation: Einstein Messaging Insights

### NEW QUESTION # 144

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- **A. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.**
- B. create a test data extension composed of the management team and test send to the test data extension
- C. find each individual with subscriber preview and test send to each individual recipient
- D. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.

**Answer: A**

### NEW QUESTION # 145

How are publication lists used in the Marketing Cloud?

- A. To manage subscribers in guided and triggered email sends.
- B. To send communication to all subscribers, regardless of opt-in status.
- C. To allow subscribers to opt-down/out instead of unsubscribing from all.
- D. To build dynamic content rules by subscriber type.

Answer: C

### NEW QUESTION # 146

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