

Free PDF 2026 Marvelous Salesforce Free Marketing-Cloud-Email-Specialist Exam

18 Salesforce Marketing Cloud Email Specialist Certification Practice Test Myths Explained

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Salesforce Marketing-Cloud-Email-Specialist certification is a valuable credential for professionals in the field of email marketing. It demonstrates a deep understanding of email marketing best practices, as well as the ability to use the Salesforce Marketing Cloud platform to create effective campaigns and measure their success.

The Salesforce Marketing-Cloud-Email-Specialist Exam covers a wide range of topics, including email design, message creation, subscriber management, automation, and analytics. Candidates must demonstrate their ability to design effective email campaigns, create engaging content, segment their audience, and analyze campaign performance to optimize future efforts.

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Salesforce Marketing-Cloud-Email-Specialist (Salesforce Certified Marketing Cloud Email Specialist) Certification Exam is designed to validate the skills and knowledge required to effectively use the Salesforce Marketing Cloud Email application. Salesforce Certified Marketing Cloud Email Specialist certification exam is suitable for email marketers, marketing automation professionals, and campaign managers who want to demonstrate their expertise in creating and executing email campaigns using Salesforce Marketing Cloud. Marketing-Cloud-Email-Specialist Exam measures the candidate's proficiency in various areas such as email marketing best practices, subscriber data management, email design and coding, automated email programs, and analytics and reporting. Salesforce Certified Marketing Cloud Email Specialist certification is recognized globally and is an excellent way to demonstrate your skills and expertise in email marketing.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q102-Q107):

NEW QUESTION # 102

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- A. Segment Activity
- B. Data Extract Activity
- C. Filter Activity
- D. SQL Query Activity

Answer: C,D

NEW QUESTION # 103

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that imports subscriber data regularly and updates key data extensions

Answer: C

Explanation:

Explanation

An automation that imports subscriber data regularly and updates key data extensions is what NTO should create as a good first step to add automation to its email marketing. This automation will help NTO keep its subscriber data up-to-date and consistent across different data extensions. It will also enable NTO to use this data for segmentation, personalization, reporting, etc. An automation that deletes old data extensions, emails, and reports may be useful for cleaning up unused assets, but it is not directly related to email marketing. An automation that contains several recurring emails and decisioning points may be too complex for a first step and may require more planning and testing.

NEW QUESTION # 104

Where do you click Connect Campaign to associate a campaign with a journey?

- A. The Campaign Messages component on the campaign record
- B. Email Studio
- C. Journey Builder

- D. The Campaign Messages component on the Lead or Contact record

Answer: C

NEW QUESTION # 105

Other than an image a file must be XX MB or less in size?

- A. 5MB
- B. 25 MB
- B. 1 KB
- C. 1 MB

Answer: C

NEW QUESTION # 106

A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior knowledge of SQL. Which tool he would use:

- A. Scheduled Send Emails
- B. Journey Builder
- C. Automation Studio
- D. Predictive Email

Answer: C

NEW QUESTION # 107

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