

Perfect Marketing-Cloud-Email-Specialist - Salesforce Certified Marketing Cloud Email Specialist Training Tools



Types of Salesforce Certified Marketing Cloud Certification

1.  Marketing Cloud Administrator
2.  Marketing Cloud Consultant
3.  Marketing Cloud Developers
4.  Marketing Cloud Email Specialist
5.  Pardot Consultant
6.  Pardot Specialist





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There are more and more people to try their best to pass the Marketing-Cloud-Email-Specialist exam, including many college students, a lot of workers, and even many housewives and so on. These people who want to pass the Marketing-Cloud-Email-Specialist exam have regard the exam as the only one chance to improve themselves and make enormous progress. So they hope that they can be devoting all of their time to preparing for the Marketing-Cloud-Email-Specialist Exam, but it is very obvious that a lot of people have not enough time to prepare for the important Marketing-Cloud-Email-Specialist exam. Our Marketing-Cloud-Email-Specialist exam questions can help you pass the Marketing-Cloud-Email-Specialist exam with least time and energy.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q109-Q114):

NEW QUESTION # 109

Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails. What best practice should NTO employ?

- A. Rely on image-only emails to engage subscribers
- **B. Keep total weight with images at 800KB or lower.**
- C. Increase DPI and file size for image display.
- D. Use one file type for all images in the email.

Answer: B

NEW QUESTION # 110

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign. Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

- **A. Subscribers who click on a specific link**

- B. Images showing how the email rendered on different devices
- C. Number of clicks from mobile devices
- D. Performance data on the Overview tab

Answer: A,D

NEW QUESTION # 111

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Incorrect Sending Relationship
- B. Failure to choose the send classification
- C. Two fields with "EmailAddress" data type

Answer: C

NEW QUESTION # 112

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Google Analytics Audience
- B. Path Optimizer
- C. Einstein Engagement Scoring

Answer: C

Explanation:

Einstein Engagement Scoring is the correct answer. This tool allows you to use artificial intelligence to score your subscribers based on their engagement behavior, such as opens, clicks, conversions, etc. You can use Einstein Engagement Scoring to easily target your most loyal subscribers by filtering them based on their predicted engagement level or score. You can also use Einstein Engagement Scoring to segment your subscribers based on their predicted attrition risk or optimal send time. Google Analytics Audience is not a valid option, as this tool only allows you to measure and analyze web traffic and behavior, not email engagement. Path Optimizer is not a valid option either, as this tool only allows you to test different paths or content variations in a journey based on different engagement metrics, not target loyal subscribers. You can learn more about this in the [Einstein for Marketing Cloud] module on Trailhead.

NEW QUESTION # 113

What are two capabilities of Subscriber Preview in Email Studio?

- A. Renders the email based on email client and specific mobile device
- B. Allows you to view an email in Layout and Plain Text views
- C. Will not render Amp script or dynamic content
- D. Allows you to check personalization for a given subscriber

Answer: B,D

NEW QUESTION # 114

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