

Salesforce Marketing-Cloud-Email-Specialist Valid Exam Cram, Marketing-Cloud-Email-Specialist Best Preparation Materials



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Just as an old saying goes, it is better to gain a skill than to be rich. Contemporarily, competence far outweighs family backgrounds and academic degrees. One of the significant factors to judge whether one is competent or not is his or her certificates. Marketing-Cloud-Email-Specialist real test) Generally speaking, certificates function as the fundamental requirement when a company needs to increase manpower in its start-up stage. In this respect, our Marketing-Cloud-Email-Specialist practice materials can satisfy your demands if you are now in preparation for a certificate.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q132-Q137):

NEW QUESTION # 132

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. An approval process for sending
- C. A verification step In the send automation

Answer: A

Explanation:

To ensure fresh data for the sends, setting up a nightly automation that includes a filter activity is recommended. This automation can refresh the data extension by applying the necessary filters to pull the most up-to-date information from the primary data extension. This process ensures that each team has access to the latest subscriber data for their segmented sends. Reference: Salesforce Marketing Cloud Documentation on Automation Studio.

NEW QUESTION # 133

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations. Which journey type is best suited to run this test?

- A. Transactional Send
- B. Single Send
- C. Multi-Step

Answer: C

Explanation:

A Multi-Step journey is best suited for testing Einstein Recommendations against static product recommendations in a product return confirmation email. This type of journey allows you to set up a series of steps or stages, including A/B testing or split activities, to test different content variations and measure their performance over time. By using a Multi-Step journey, NTO can create different paths within the journey for recipients to receive either Einstein Recommendations or static recommendations. The results can then be compared to determine the more effective recommendation strategy.

NEW QUESTION # 134

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Review opens and clicks activity summaries.
- B. Define a goal for each journey.
- C. Export the journey email analytics

Answer: B

NEW QUESTION # 135

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.

Which tool method should the specialist use?

- A. User Initiated Send
- B. Automation Studio Email Activity
- C. Multi-Step Journey

Answer: B

Explanation:

Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data extensions within the same activity. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 136

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- **A. Use contrasting colors**
- B. Build image-based emails.
- C. Minimize whitespace

Answer: A

Explanation:

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

NEW QUESTION # 137

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