

Accurate Marketing-Cloud-Email-Specialist Practice Engine gives you high-effective Exam Quiz - Lead1Pass



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Nowadays, there are more and more people realize the importance of Marketing-Cloud-Email-Specialist, because more and more enterprise more and more attention it. If someone pass the Marketing-Cloud-Email-Specialist exam and own relevant certificates that mean he had good grasp of this field of knowledge, that is to say, he will be popular and valued by more enterprise. In order to help most candidates who want to Pass Marketing-Cloud-Email-Specialist Exam, so we compiled such a study materials to make Marketing-Cloud-Email-Specialist exam simply. And our high pass rate of the Marketing-Cloud-Email-Specialist practice material is more than 98%.

Salesforce Marketing Cloud Email Specialist certification exam is suitable for professionals who have experience in email marketing and are familiar with Salesforce Marketing Cloud. It is recommended that you have at least six months of experience working with the platform before taking the exam. However, there are no prerequisites for taking the exam, so anyone can take it regardless of their background or experience.

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.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is an excellent certification for professionals who want to demonstrate their expertise and knowledge in the field of email marketing. It is a comprehensive exam that covers a wide range of topics related to email marketing, and it is a valuable certification for professionals who want to differentiate themselves from others in the industry.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q26-Q31):

NEW QUESTION # 26

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks. Which area of the application should provide this data?

- A. Send Performance Tab
- **B. Email Overlay View**
- C. Tracking Conversions Tab

Answer: B

NEW QUESTION # 27

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes. How can this be achieved?

- A. Create a file drop automation to initiate when the store's data extension is updated via import.
- B. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
- C. Create a scheduled automation to import the file on a recurring basis with store information.
- **D. Create an automation to begin when Information changes on a store object using a workflow rule.**

Answer: D

NEW QUESTION # 28

A marketer is completing a Send Preview based on a pre-deployment checklist. What task is validated during the Send Preview?

- A. Identify phrases like "click here" or "Free!" that could be marked as spam
- B. Ensure subscribers have not unsubscribed or are undeliverable.
- C. Ensure subscriber status at the time of send is Subscribed or Bounced.
- **D. Confirm that each content area specified in the dynamic content rules exists.**

Answer: D

NEW QUESTION # 29

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain"?

- A. Soft Bounce
- B. Undeliverable
- C. Blocked Bounce
- **D. Hard Bounce**

Answer: D

NEW QUESTION # 30

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page. This page contains a smart capture form, NTO would like to require email address and reply date and response for subscriber's completing the form, how should NTO will set the data extension

- A. create a data extension with email address reply date and response fields as nullable
- B. create a data extension with email address as non-nullable and reply date and response fields as nullable
- C. create the data extension with email address as the primary key and reply date and response fields as nullable
- **D. create a data extension with email address, reply date and response fields as non-nullable**

Answer: D

NEW QUESTION # 31

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