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Salesforce Certified Marketing Cloud Email
Specialist
Study Guide
Winter '16

STUDY GUIDE

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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed to test the knowledge and skills of professionals who specialize in marketing cloud email solutions. Marketing-Cloud-Email-Specialist Exam is ideal for individuals who have experience working with Salesforce Marketing Cloud and wish to demonstrate their expertise in email marketing automation, segmentation, personalization, and analytics. Salesforce Certified Marketing Cloud Email Specialist certification exam is an excellent way for professionals to stand out in the competitive job market and advance their career in the field of marketing automation.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q161-Q166):

NEW QUESTION # 161

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results. How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Leverage Einstein for content tagging.
- B. Use nested tags to create hierarchies.
- C. Make the Customer Key more descriptive.

Answer: B

Explanation:

Explanation

Using nested tags to create hierarchies is the best way to minimize the number of tags selected for an asset while still providing the necessary granularity. Nested tags allow you to group related tags under a parent tag, such as "Sports > Basketball > NBA". This way, you can filter your assets by a specific tag or by a broader category. Making the Customer Key more descriptive or leveraging Einstein for content tagging may help with tagging, but they do not address the issue of having multiple tags per asset.

NEW QUESTION # 162

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a data filter that includes the new fields.
- C. Create a new data extension with the new fields.

Answer: A

Explanation:

Explanation

Editing the fields in the synchronized data source is the first step to ensure the new fields are available to segment on. The marketer needs to select which fields they want to sync from Salesforce to Marketing Cloud, and then wait for the sync process to complete. Creating a new data extension or a data filter with the new fields would not work if the fields are not synced first.

NEW QUESTION # 163

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Campaign Email tracking Report
- B. Datorama pivot Table
- C. Tracking Data Extract file transfer

Answer: B

NEW QUESTION # 164

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Import a metadata tag index for the stock art so the images are searchable
- B. Configure Eastern Content Tagging to automatically tag stock art.
- C. Select categories and content type from the import dropdown when importing images.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

NEW QUESTION # 165

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

Answer: C

NEW QUESTION # 166

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