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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a valuable credential for email marketers who use the Salesforce Marketing Cloud platform. It demonstrates a deep understanding of email marketing best practices and tools, and can help professionals enhance their career prospects and credibility. With the ever-growing importance of email marketing in the digital landscape, earning this certification can give marketers a competitive edge and help them stay ahead of the curve.

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Salesforce Marketing Cloud Email Specialist certification is designed for professionals who create email marketing campaigns using the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates an individual's expertise in email marketing best practices, email message design, subscriber data management, and marketing automation processes using the Salesforce Marketing Cloud. The Salesforce Marketing Cloud Email Specialist certification is ideal for email marketers, marketing automation professionals, and digital marketers who want to enhance their skills in email marketing.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q37-Q42):

NEW QUESTION # 37

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

- A. Test Send
- B. Send Preview
- C. Content Detective

Answer: A

NEW QUESTION # 38

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. Filter Activity
- B. SQL Query Activity
- C. Group Refresh
- D. File Transfer Activity

Answer: A

NEW QUESTION # 39

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of Interest this week." Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

- A. Keep the subject text between 50 and 100 characters long.
- B. Include "RE:", "FWD:", "etc." to get the reader's attention.
- C. A/B test the effectiveness of different subjects.
- D. Include information relevant to the message in the subject line.

Answer: C,D

NEW QUESTION # 40

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- B. The subscriber is automatically unsubscribed from the list from which the send originated
- C. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- D. The subscriber is automatically unsubscribed from the business unit from which the send originated

Answer: B

NEW QUESTION # 41

NTO wants to use a point and click tool to test segmentation rules and verify that the correct subscribers are included in the segment, NTO will need to automate there freshing of the segment once it is tested. Which two tools should be used to test and configure the segment?

Choose two answers.

- A. filtered code
- B. data filter
- C. filter activity
- D. SQL query activity

Answer: C,D

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