

# Salesforce Marketing-Cloud-Email-Specialist Actual Exams, New Marketing-Cloud-Email-Specialist Real Test



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The goal of Marketing-Cloud-Email-Specialist preparation material is to help applicants prepare for the Salesforce Certified Marketing Cloud Email Specialist certification exam by providing them with the Actual Marketing-Cloud-Email-Specialist Exam Questions they need to pass the exam. This Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) study material is in the form of practice tests and Marketing-Cloud-Email-Specialist PDF that thoroughly covers the content of the test.

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## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q127-Q132):

### NEW QUESTION # 127

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
- B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- C. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- D. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.

**Answer: A**

#### NEW QUESTION # 128

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

- A. Primary Key
- B. Subscriber Attributes
- C. Subscriber Key
- D. System Preferences

**Answer: C**

#### NEW QUESTION # 129

How can AMPscript customize email messages?

- A. Automate the flow of creating email messages.
- B. Provide advanced content personalization
- C. Automate the template creation process.
- D. Insert responsive content based on the user's viewing device.

**Answer: B**

#### NEW QUESTION # 130

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level.

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

- A. Journey Builder Sends
- B. List Unsubscribes
- C. Publication Lists

**Answer: C**

Explanation:

Explanation

Publication lists are used to manage subscriber preferences at the communication theme level. They allow subscribers to opt in or out of different types of messages, such as newsletters, promotions, or events. List unsubscribes and journey builder sends are not related to communication themes.

#### NEW QUESTION # 131

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- A. Email Studio > Overview
- B. Content Builder > Recent Sends
- C. Automation Studio > Activities

**Answer: B**

Explanation:

Explanation

Content Builder > Recent Sends is the correct answer. This option allows you to view the delivery rate and other metrics of the most recent email sends from your business unit. You can also drill down into each send to see more details, such as the number of delivered, bounced, opened, or clicked emails. Automation Studio > Activities is not a valid option, as this option only shows the status and schedule of your automation activities, not the metrics of your email sends. Email Studio > Overview is not a valid option either, as this option only shows the summary and trend of your email performance across all business units, not the specific metrics

of your recent email sends. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

## NEW QUESTION # 132

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