

Marketing-Cloud-Email-Specialist Authorized Test Dumps | Marketing-Cloud-Email-Specialist Reliable Test Review



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q106-Q111):

NEW QUESTION # 106

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- A. Wait Until
- B. Query Activity
- C. Post to Facebook
- D. Send SMS
- E. Decision Split

Answer: A,D,E

NEW QUESTION # 107

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. Import Wizard
- B. Query Activity
- C. Import Activity
- D. API

Answer: A,C,D

NEW QUESTION # 108

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them. What should be configured to ensure compliance with this request?

- A. Consent Management
- B. DoNotTrack Attribute
- C. Exclusion Script

Answer: B

NEW QUESTION # 109

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? Choose 3 answers

- A. Text a link to the report.
- B. Save the report to an FTP folder.
- C. Notify the manager with a pop-up.
- D. Email the report.
- E. Save the report as a Snapshot.

Answer: B,D,E

NEW QUESTION # 110

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment.

Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions.

Customer Number is a Primary Key field in both data extensions.

Which tool can be used to segment the data? (Choose 2)

- Answer: A,C**

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