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The Marketing-Cloud-Email-Specialist Certification is ideal for professionals working in email marketing, digital marketing, CRM, and marketing automation. It is also beneficial for individuals who have experience using the Salesforce Marketing Cloud platform and want to demonstrate their expertise to potential employers or clients.

Earning the Salesforce Certified Marketing Cloud Email Specialist certification demonstrates to employers and clients that an individual has a thorough understanding of email marketing best practices and how to leverage the Marketing Cloud platform to drive successful email marketing campaigns. It is a valuable credential for individuals who work in digital marketing, email marketing, or marketing automation, and can lead to career advancement opportunities and increased earning potential.

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It can be said that our Marketing-Cloud-Email-Specialist study materials are the most powerful in the market at present, not only because our company is leader of other companies, but also because we have loyal users. Marketing-Cloud-Email-Specialist study materials are not only the domestic market, but also the international high-end market. We are studying some learning models suitable for high-end users. Our research materials have many advantages. Now, I will briefly introduce some details about our Marketing-Cloud-Email-Specialist Study Materials for your reference.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q58-Q63):

NEW QUESTION # 58

What is triggered automation?

- A. An automation that is initiated when a designated value in a data extension is changed

- B. An automation that triggers an email to be sent based on a user Initiated Email definition
- C. An automation that is triggered based on a schedule that has been defined
- D. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder

Answer: D

NEW QUESTION # 59

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used?

- A. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- B. Create a Test data extension that contains the five content variations the two team members need to validate.
- C. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

Answer: A

NEW QUESTION # 60

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the user clicks the overview tab in the inbox activity section
- B. select the URL id for the URL or tracking the alias from the job links tab.
- C. select the URL or tracking alias from the link view tab of the click activity tab.
- D. select the click activity bar chart from the email overview of the click activity tab

Answer: A,C

NEW QUESTION # 61

Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color.

Where should NTO be able to see if there has been a lift in the overall likelihood to click?

- A. Einstein Engagement Frequency
- B. Einstein Messaging Insights
- C. Einstein Engagement Scoring

Answer: C

Explanation:

Einstein Engagement Scoring provides insights into how changes, such as the color of a CTA button, impact the likelihood of subscribers engaging with emails. It uses predictive analytics to score and segment subscribers based on their engagement behaviors, allowing marketers to see the lift in engagement metrics like click-through rates.

NEW QUESTION # 62

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension.

What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the field as the Primary Key.
- B. Select 'Deduplicate by Email' checkbox.
- C. Use Email Address as Subscriber Key.

Answer: A

Explanation:

The marketer should mark the field as the Primary Key to ensure the Email Address field values are unique¹. A primary key is a field that uniquely identifies each record in a data extension². By marking the Email Address field as the primary key, the marketer can prevent duplicate email addresses from being imported or added to the data extension³. This can help the marketer maintain data quality and avoid sending multiple emails to the same subscriber.

Using Email Address as Subscriber Key is not the correct answer, as it does not ensure the Email Address field values are unique. A subscriber key is a field that uniquely identifies each subscriber in the Marketing Cloud account⁴. By using Email Address as Subscriber Key, the marketer can link the subscriber's email address to their profile and preference attributes, but they cannot prevent duplicate email addresses from being stored in different data extensions⁵.

Selecting 'Deduplicate by Email' checkbox is also not the correct answer, as it does not ensure the Email Address field values are unique. This option is available when importing data into a data extension from a file or another data extension. By selecting this option, the marketer can avoid importing duplicate email addresses based on an existing email address field in the destination data extension. However, this option does not affect the structure or properties of the Email Address field itself. References = 1: Data Extension Field Properties - Salesforce 2: Data Extensions - Salesforce 3: Importing Data into Data Extensions - Salesforce 4: Subscriber Key - Salesforce 5: Subscriber Key Migration Guide - Salesforce : Deduplicate Subscribers by Email Address - Salesforce

NEW QUESTION # 63

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In this information-dominated society, boosting plenty stocks of knowledge and being competent in some certain area can establish yourself in society and help you get a high social status. Passing Marketing-Cloud-Email-Specialist certification can help you realize these goals and find a good job with high income. If you buy our Marketing-Cloud-Email-Specialist practice test you can pass the exam successfully and easily. The purchase procedures are safe and we protect our client's privacy. We provide 24-hours online customer service and free update within one year. If you fail in the exam, we will refund you immediately. All in all, there are many advantages of our Marketing-Cloud-Email-Specialist Training Materials.

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