

# Discount Marketing-Cloud-Email-Specialist Code, Test Marketing-Cloud-Email-Specialist Duration



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This format is for candidates who do not have the time or energy to use a computer or laptop for preparation. The Salesforce Marketing-Cloud-Email-Specialist PDF file includes real Salesforce Marketing-Cloud-Email-Specialist questions, and they can be easily printed and studied at any time. Lead1Pass regularly updates its PDF file to ensure that its readers have access to the updated questions.

Becoming a Salesforce Certified Marketing Cloud Email Specialist demonstrates a professional's ability to use the Salesforce Marketing Cloud Email application to create effective email campaigns that engage customers and drive business results. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and skills in email marketing and provides a competitive edge in the job market. Salesforce Certified Marketing Cloud Email Specialists are in high demand by organizations that want to improve their email marketing strategies and achieve their business objectives.

Salesforce Marketing Cloud is a powerful marketing automation tool that helps businesses create, manage, and optimize their email marketing campaigns. This platform allows marketers to design and deliver personalized email content, automate email campaigns, and track email performance metrics. The Salesforce Marketing-Cloud-Email-Specialist Exam is focused on testing your knowledge of this platform and your ability to leverage its features to drive successful email marketing campaigns.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q143-Q148):

### NEW QUESTION # 143

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Copy Insights
- **B. Einstein Recommendations**
- C. Einstein Messaging Insights

**Answer: B**

#### **NEW QUESTION # 144**

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

**Answer: C**

#### **NEW QUESTION # 145**

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign. Which Preview & Test Content Personalization option should be used?

- A. Based on Recipient test Data Extension
- **B. Based on Subscriber Preview List or Data Extension**
- C. Based on Preview

**Answer: B**

Explanation:

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules. Marketers can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

#### **NEW QUESTION # 146**

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Create an automation triggered on unsubscribes from the other system.
- **B. Import unsubscribes with the appropriate status into All Subscribers.**
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes into a data extension, then update status with a query.

**Answer: B**

#### **NEW QUESTION # 147**

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Data Extension
- B. Data Views
- **C. Lists**
- D. Import Activity

**Answer: C**

## NEW QUESTION # 148

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