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18 Salesforce Marketing Cloud Email Specialist Certification Practice Test Myths Explained

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To earn the Salesforce Certified Marketing Cloud Email Specialist certification, you need to have a deep understanding of email marketing concepts, including how to create effective email campaigns, segment your audience, and analyze campaign performance. You should also be familiar with the Salesforce Marketing Cloud platform, including its features and capabilities. Salesforce Certified Marketing Cloud Email Specialist certification exam consists of 60 multiple-choice questions and you have 90 minutes to complete it. You need to score at least 65% to pass the exam.

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.

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To become a Salesforce Certified Marketing Cloud Email Specialist, candidates must pass a 60-question multiple-choice exam within 105 minutes. Marketing-Cloud-Email-Specialist Exam is administered by Salesforce and can be taken online or at a testing center.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q86-Q91):

NEW QUESTION # 86

Where do you click Connect Campaign to associate a campaign with a journey?

- A. The Campaign Messages component on the Lead or Contact record
- B. Email Studio
- C. The Campaign Messages component on the campaign record
- **D. Journey Builder**

Answer: D

NEW QUESTION # 87

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. SQL query activity
- **C. Random Data Extension**

Answer: C

Explanation:

To easily segment the data extension into 10 separate segments, you should use the random data extension feature. This feature allows you to create a new data extension with a random sample of records from an existing data extension. You can specify the number of records or the percentage of records to include in the random data extension.

NEW QUESTION # 88

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCDBD40AB3BF70D5D

correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- **A. Filtered Group**
- **B. Filter Activity**
- C. SQL Query Activity
- D. Data Filter

Answer: A,B

NEW QUESTION # 89

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Wizard to overwrite the records in the data extension.
- **B. Use the Import Activity to overwrite the records in the data extension.**
- C. Use the Import Wizard to add new records into the data extension.
- D. Use the Import Activity to add new records into the data extension.

Answer: B

NEW QUESTION # 90

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report is sent to the director each day?

- A. A Schedule report and email the link to download.
- **B. Schedule report and email file to the director.**
- C. Schedule report to export as a web page.

Answer: B

Explanation:

Explanation

Scheduling report and emailing file to the director is the correct answer. This option allows you to create a report of sends across all business units using the Email Performance by Business Unit report type in Analytics Builder. You can then schedule the report to run daily and email the file (CSV or XLS) to the director or any other recipients. This way, you can ensure the report is sent to the director each day without manually running and exporting the report. Scheduling report and emailing the link to download is not a valid option, as this option only allows you to email a link to access the report online, not to download the file. Scheduling report to export as a web page is not a valid option either, as this option only allows you to export the report as a web page, not to email it. You can learn more about this in the [Email Reporting Tools] module on Trailhead.

NEW QUESTION # 91

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