

100% Pass Quiz Salesforce - Valid Marketing-Cloud-Email-Specialist - Salesforce Certified Marketing Cloud Email Specialist Practice Exams



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The Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) practice test software also keeps a record of attempts, keeping users informed about their progress and allowing them to improve themselves. This feature makes it easy for Marketing-Cloud-Email-Specialist desktop-based practice exam software users to focus on their mistakes and overcome them before the original attempt. Overall, the Windows-based Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) practice test software has a user-friendly interface that facilitates candidates to prepare for the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) exam without facing technical issues.

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Salesforce Certified Marketing Cloud Email Specialist certification exam is a comprehensive assessment of the candidate's understanding of email marketing best practices, data management, email content creation, segmentation, subscriber management, email deliverability, and analytics. Marketing-Cloud-Email-Specialist Exam consists of 60 multiple-choice questions and has a duration of 90 minutes.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q36-Q41):

NEW QUESTION # 36

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 Messaging Insights
- C. Einstein Recommendations

Answer: A

Explanation:

Einstein Copy Insights is the tool that should supply insights into the tone of subject lines. Einstein Copy Insights is a feature that uses natural language processing and machine learning to analyze your subject lines and provide suggestions for improvement. It also shows you the tone of your subject lines, such as positive, negative, neutral, or mixed, and how it affects your engagement metrics, such as open rate, click rate, etc.

Einstein Recommendations is a feature that uses artificial intelligence to provide personalized product or content recommendations for your subscribers based on their behavior and preferences. Einstein Messaging Insights is a feature that uses predictive intelligence to identify issues or opportunities with your email campaigns based on performance trends and anomalies.

NEW QUESTION # 37

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. Filter activity
- B. Filtered group
- C. Data filter
- D. SQL query activities

Answer: A

NEW QUESTION # 38

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

Answer: D

NEW QUESTION # 39

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form. What should be used to enter this subscriber into a journey?

- A. CloudPages Entry Source
- B. API Event Entry Source
- C. Contact Event Entry Source

Answer: B

NEW QUESTION # 40

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Lists, Value, Operator, Images

- Answer: C**

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