Marketing-Cloud-Email-Specialist Latest Practice Questions, Exam Marketing-Cloud-Email-Specialist Dumps

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Salesforce Marketing-Cloud-Email-Specialist Exam measures the candidate's proficiency in various email marketing concepts such as email design, subscriber management, email automation, data management, and analytics. Marketing-Cloud-Email-Specialist exam consists of 60 multiple-choice questions and must be completed within 90 minutes. Candidates must score at least 68% to pass the exam and earn the Salesforce Certified Marketing Cloud Email Specialist credential.

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

NEW QUESTION # 58
Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

- A. Publication List
- B. Filtered Group
- C. Smart Capture
- D. List Detective

Answer: B

Explanation:
Explanation

NEW QUESTION # 59
A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data.
What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Require customers to provide their email address when calling customer service.
- B. Have customers opt in to email before they can shop online.
- C. Ask for an email address when a customer makes a purchase in-store.
- D. Create an in-store SMS campaign that offers a discount for opting in.

Answer: C,D

NEW QUESTION # 60
A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Media template
- B. Mobile-optimized template
- C. Responsive Web template
- D. Standard template

Answer: B

NEW QUESTION # 61
The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.
Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

Answer: C

NEW QUESTION # 62

Following a batch email sent. Northern TrailOutfitters wants to update an email link's URL.
Which action should be recommended?

- A. Navigate to the Job Links tab In My Tracking and update the URL.
- B. Navigate to URL Expiration in Setup and update the URL.
- C. Navigate to the email in Content Builder and update the URL.

Answer: A

Explanation:
In Salesforce Marketing Cloud, to update an email link's URL after the email has been sent, you should navigate to the Job Links tab in My Tracking. This allows you to modify the URLs of links in sent emails, ensuring thecorrect destination for your recipients even after the email is delivered.
Reference:Salesforce Marketing Cloud Documentation on Updating Sent Email Links

NEW QUESTION # 63

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