

Salesforce - Marketing-Cloud-Email-Specialist High Hit-Rate Pass Guide

Salesforce Marketing-Cloud-Developer

Salesforce Certified Marketing Cloud Developer Exam



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First and foremost, in order to cater to the different needs of people from different countries in the international market, we have prepared three kinds of versions of our Marketing-Cloud-Email-Specialist learning questions in this website. Second, we can assure you that you will get the latest version of our training materials for free from our company in the whole year after payment on Marketing-Cloud-Email-Specialist practice materials. Last but not least, we will provide the most considerate after sale service for our customers in twenty four hours a day seven days a week.

Salesforce Marketing-Cloud-Email-Specialist Exam Syllabus Topics:

Section	Weight	Objectives
Email Marketing Best Practices	10%	- Permission and preference management
		- Compliance and regulations
		- Deliverability principles
Insights and Analytics	14%	- Email performance metrics
		- Report creation and analysis
		- Troubleshooting delivery issues

Marketing Automation	26%	- Journey Builder implementation - Triggered sends and scheduled sends - Automation Studio configuration
Content Creation and Email Message Design	24%	- A/B testing and approval processes - Email design and responsive rendering - Content Builder usage - Dynamic content and personalization
Subscriber and Data Management	26%	- Segmentation and list management - Data extensions and data relationships - Data import and management

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q31-Q36):

NEW QUESTION # 31

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. Use Email Address as Subscriber Key.
- C. Mark the data extension as Sendable.

Answer: A

Explanation:

Explanation

marking the field as the Primary Key is what a marketer should do to ensure the Email Address field values are unique in a data extension. A primary key is a field or a combination of fields that uniquely identifies each row in a data extension. If a field is marked as a primary key, it cannot have duplicate values or null values.

Marking the data extension as Sendable or using Email Address as Subscriber Key does not ensure uniqueness of field values.

NEW QUESTION # 32

What are the key ways to improve email deliverability in email marketing? (Choose 4)

- A. Maintain a consistent "From Name"
- B. Email sign-up on website.
- C. Use email templates
- D. Consider Subscriber engagement....send only to most engaged subscribers.
- E. Use double Opt-in to avoid getting blacklisted.
- F. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!

Answer: A,D,E,F

NEW QUESTION # 33

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Require email to create an account on website
- B. Promote content via social media that does not requires email registration to access
- C. Drive online loyalty program registration requiring email address
- D. Registration with incentive on website

Answer: A,C,D

NEW QUESTION # 34

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities.

Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- A. Wait Until
- B. Send SMS
- C. Query Activity
- D. Decision Split
- E. Post to Facebook

Answer: A,B,D

NEW QUESTION # 35

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases.

NTO would like to send out a thank you email the first time they Show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Entry Event to 'allow no re-entry.'
- B. Configure Journey Settings to 'allow no re-entry.'
- C. Configure Journey Email Send to dedupe on email address.

Answer: A

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Journey Builder Entry Event Settings

NEW QUESTION # 36

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