

Quiz Marketing-Cloud-Email-Specialist Salesforce Certified Marketing Cloud Email Specialist Realistic Reliable Braindumps Questions



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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a proctored exam that consists of 60 multiple-choice questions. Marketing-Cloud-Email-Specialist exam duration is 90 minutes, and candidates must score at least 65% to pass. Marketing-Cloud-Email-Specialist exam can be taken online or at a testing center. The registration fee for the exam is \$200, and retake costs \$100. Candidates must have a Salesforce Certified Administrator credential before taking Marketing-Cloud-Email-Specialist Exam.

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The Salesforce Certified Marketing Cloud Email Specialist certification exam covers a wide range of topics related to email marketing, including email design, subscriber management, content creation, email deliverability, and analytics. Candidates are required to demonstrate their knowledge of these topics by answering multiple-choice questions and completing hands-on exercises.

Salesforce Marketing Cloud platform is a powerful tool that provides marketers with a comprehensive suite of capabilities to create and manage email campaigns, build personalized journeys, automate workflows, and analyze campaign performance. This platform enables marketers to engage with their customers in a personalized and relevant way, resulting in higher engagement and conversion rates.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q120-Q125):

NEW QUESTION # 120

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Einstein Engagement Frequency
- B. **Send Throttling**
- C. Sender Authentication Package

Answer: B

Explanation:

Explanation

Send throttling can help NTO achieve this send while keeping deliverability metrics in mind by limiting the number of emails sent per hour to each ISP or domain. Einstein Engagement Frequency can help optimize the send frequency for each subscriber, but not for each ISP or domain. Sender Authentication Package can help improve sender reputation and email deliverability, but not address the issue of sending a large volume of emails at once.

NEW QUESTION # 121

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. Replace call-to-action with interactive Email Form
- B. A Salesforce Survey block called in by an AMPscript function.
- C. Make the call-to-action button that links to the feedback form bigger and with red background

Answer: A

NEW QUESTION # 122

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Create a data filter that includes the new fields.
- B. **Create a new data extension with the new fields.**
- C. Edit the fields in the synchronized data source.

Answer: B

NEW QUESTION # 123

A marketer is completing a Send Preview based on a pre-deployment checklist.

What task is validated during the Send Preview?

- A. Identify phrases like "click here" or "Free!" that could be marked as spam
- B. Ensure subscriber status at the time of send is Subscribed or Bounced.
- C. **Confirm that each content area specified in the dynamic content rules exists.**
- D. Ensure subscribers have not unsubscribed or are undeliverable.

Answer: C

Explanation:

Explanation

NEW QUESTION # 124

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non- loyalty members.

How should NTO build the email?

- A. Create a template-based email using dynamic content.
- B. Create dynamic content with a SQL Query activity.
- C. Create a template and lock content in the template.
- D. Create multiple versions of the email for loyalty and non-loyalty members.

Answer: A

Explanation:

Explanation

NEW QUESTION # 125

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