

# Reliable Marketing-Cloud-Email-Specialist Exam Dumps & Marketing-Cloud-Email-Specialist Latest Exam Papers

## Complete Guide to Marketing-Cloud-Email-Specialist Exam Questions

### Introduction

In the world of digital marketing, the **Marketing-Cloud-Email-Specialist** plays an important role in building and managing effective email campaigns. To obtain this certificate, candidates must pass an exam that covers a variety of important topics. This article will provide a complete and comprehensive guide on **Marketing-Cloud-Email-Specialist exam questions**, including study strategies, question types, and tips for success.

<https://www.crack4sure.com/Marketing-Cloud-Email-Specialist-dumps.html>

### What is Marketing-Cloud-Email-Specialist?

The **Marketing-Cloud-Email-Specialist** is a professional trained in the use of **Salesforce Marketing Cloud** to plan, execute, and manage email marketing campaigns. They are responsible for strategizing content, analyzing data, and optimizing campaign performance. This certificate proves that one has the necessary skills to effectively use email marketing tools and technologies.

### Marketing-Cloud-Email-Specialist Exam Structure

The **Marketing-Cloud-Email-Specialist** exam consists of different types of questions, including:

#### 1. Multiple Choice Questions

This type of question asks the candidate to choose the correct answer from several options given. Candidates need to understand the basic concepts and practical applications to answer correctly.

#### 2. Scenario Questions

Scenario questions present real-world situations that require candidates to choose the best course of action based on their knowledge. This tests the candidate's ability to apply theoretical knowledge in a practical context.

#### 3. Case Study Questions

This question requires an in-depth analysis of specific cases related to email campaigns. Candidates need to identify a problem, propose a solution, and provide a strong justification.

### Main Topics in the Exam

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We have applied the latest technologies to the design of our Salesforce Marketing-Cloud-Email-Specialist exam prep not only on the content but also on the displays. As a consequence you are able to keep pace with the changeable world and remain your advantages with our Salesforce Marketing-Cloud-Email-Specialist training braindumps. Besides, you can consolidate important knowledge for you personally and design customized study schedule or to-do list on a daily basis.

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.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for professionals who want to showcase their expertise in email marketing on the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and skills in creating, managing, and delivering effective email campaigns to engage customers and drive business results.

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Earning the Salesforce Certified Marketing Cloud Email Specialist certification is a significant accomplishment that can help you advance your career in email marketing. It demonstrates to employers and clients that you have the skills and knowledge needed to create effective email campaigns that drive engagement and conversions. In addition, it shows that you are committed to ongoing professional development and staying up-to-date with the latest trends and best practices in email marketing.

## Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q114-Q119):

### NEW QUESTION # 114

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

- A. Sender Profile
- **B. Send Classification**
- C. Delivery Profile
- D. Send Definition

**Answer: B**

### NEW QUESTION # 115

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- **B. Use Automation Studio to query a population into a data extension.**
- C. Use a Decision Split activity on the journey canvas.

**Answer: B**

### NEW QUESTION # 116

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which two tools could be used to segment the data? (Choose two.)

- **A. SQL Query Activity**
- B. Data Extract Activity
- C. Send Definition
- **D. Filters**

**Answer: A,D**

### NEW QUESTION # 117

Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the company use?

- **A. Shared Publication Lists**
- B. Shared Data Extensions

- C. Shared Emails
- D. Shared Portfolio Items

**Answer: A**

### NEW QUESTION # 118

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Use the Update Contact a:
- B. Ensure the Contact entry mode is No re-entry
- C. A Utilize exit criteria for the journey.

**Answer: C**

Explanation:

Explanation

Utilizing exit criteria for the journey is a way to simplify the journey that has a decision split prior to every email send to remove certain subscribers from the journey. Exit criteria can define when contacts should exit the journey based on specific conditions, such as unsubscribing or making a purchase. This will eliminate the need for multiple decision splits on the journey canvas. [Source: Trailhead]

### NEW QUESTION # 119

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