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We all know that the importance of the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) certification exam has increased. Many people remain unsuccessful in its Marketing-Cloud-Email-Specialist exam because of using invalid Marketing-Cloud-Email-Specialist Practice Test material. If you want to avoid failure and loss of money and time, download actual Marketing-Cloud-Email-Specialist Questions of Pass4Leader.

In addition to enhancing career prospects, earning the Salesforce Marketing-Cloud-Email-Specialist Certification can also benefit organizations that leverage the Salesforce Marketing Cloud platform. Certified professionals can help optimize email campaigns, improve customer engagement, and drive revenue growth through targeted and personalized marketing initiatives.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q53-Q58):

NEW QUESTION # 53

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
- B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- C. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- D. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.

Answer: A

NEW QUESTION # 54

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Use Drag and Drop Segmentation to create data filters
- B. Use Drag and Drop Segmentation to create data filters, and the use Filter activities
- C. Use Query Activities
- D. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities

Answer: B,D

NEW QUESTION # 55

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers. Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- B. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.
- C. Use a Guided Send to perform a test send to Internal users using subscriber data.

Answer: A

NEW QUESTION # 56

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement. NTO wants to identify business unit in each of its links. Which personalization string should be appended as a parameter?

- A. ☐
- B. ☐
- C. ☐

Answer: A

Explanation:

Explanation

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as

%%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

By clicking what tab in Exact Target will you be able to view emails that are scheduled to be sent?

- Answer: D**

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