

Salesforce Marketing-Cloud-Email-Specialist Questions Latest Marketing-Cloud-Email-Specialist Dumps PDF [2026]



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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q73-Q78):

NEW QUESTION # 73

Northern Trail Outfitters (NTO) wants to manager subscriber preferences at the communication theme level.
NTO'S subscribers are stored in data extensions.
Which Marketing Cloud feature should be used to achieve this?

- A. Publication Lists
- B. Journey Builder Sends
- C. List Unsubscribes

Answer: A

NEW QUESTION # 74

What are the 4 ways to gain subscribers? (Choose 4)

- A. Go Mobile.
- B. Test a few different opt in techniques.
- C. Get Social
- D. Use A/B Testing
- E. Make a list of your most common touchpoint

Answer: A,B,C,E

NEW QUESTION # 75

What are the 4 steps to create dynamic content?

- A. Execute
- B. Plan
- C. Test Send
- D. Build Rules
- E. Create
- F. Preview

Answer: B,D,E,F

NEW QUESTION # 76

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- B. Filter, Data Extract, File Transfer
- C. SQL Query, Filter, Data Extract

Answer: B

NEW QUESTION # 77

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake.

The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Answer: A

Explanation:

When a subscriber submits a form on a third-party vendor's web page, Salesforce Marketing Cloud provides a way to enter that subscriber into a journey through the API Event Entry Source. This entry source allows external systems to trigger a journey by making an API call to Marketing Cloud. The API Event is designed to accept data from external sources and initiate the journey, ensuring immediate response to the form submission.

* Salesforce Marketing Cloud Documentation on API Event Entry Source

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