

Pass Your Salesforce Marketing-Cloud-Email-Specialist Exam with Complete Marketing-Cloud-Email-Specialist Exam Question: Salesforce Certified Marketing Cloud Email Specialist Efficiently



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Salesforce Marketing-Cloud-Email-Specialist certification is designed for professionals who specialize in email marketing using Salesforce Marketing Cloud. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and expertise in designing, building, and implementing email marketing campaigns that drive business results. Marketing-Cloud-Email-Specialist exam focuses on the core concepts of email marketing, including email design, subscriber data management, email message creation, and delivery.

Salesforce Marketing-Cloud-Email-Specialist Exam consists of 60 multiple-choice questions, and you have 105 minutes to complete it. Marketing-Cloud-Email-Specialist exam covers a range of topics, including email content creation, subscriber data management, email automation, and email performance measurement. To pass the exam, you need to achieve a minimum score of 68%.

>> Marketing-Cloud-Email-Specialist Exam Question <<

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The PDF file of Marketing-Cloud-Email-Specialist real exam questions is easy to use on laptops, tablets, and smartphones. We have added all the Salesforce Marketing-Cloud-Email-Specialist questions, which have a chance to appear in the Salesforce Marketing-Cloud-Email-Specialist real test. Our Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) dumps PDF exam questions are beneficial to prepare for the test in less time.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q65-Q70):

NEW QUESTION # 65

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

- A. Active Audiences
- B. Lists and Data Extensions

- C. Data Extensions
- D. Lists

Answer: B

NEW QUESTION # 66

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Wait Until Activity
- C. Engagement Split

Answer: A

Explanation:

Explanation

Einstein STO (Send Time Optimization) Activity is the correct answer. This activity allows you to send an email at the best possible time for each subscriber based on their past engagement behavior. Einstein STO uses artificial intelligence to analyze when each subscriber is most likely to open an email and schedules the send accordingly. This can help increase the engagement rate of your email by reaching your subscribers when they are most receptive. Wait Until Activity is an activity that allows you to pause a journey until a specific date or time, or until a specific attribute value changes. Engagement Split is an activity that allows you to split a journey based on how subscribers interacted with a previous email, such as opening or clicking. You can learn more about these activities in the Journey Builder Activities module on Trailhead.

NEW QUESTION # 67

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create an API-driven process to put the data directly into the data extension when any data is changed.
- B. **Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.**
- C. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- D. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.

Answer: B

NEW QUESTION # 68

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- B. The ability to extract data from an Audience data extension for analysis
- C. **The ability to set criteria to segment contacts based on behavior using SQL**
- D. **The ability to set goals and have the system listen to see if users met the goal**
- E. **The ability to update or create Salesforce CRM objects or records**

Answer: C,D,E

Explanation:

Reference:

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION # 69

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Copy Insights
- B. Einstein Messaging Insights
- C. Einstein Recommendations

Answer: A

Explanation:

Explanation

Einstein Copy Insights is the tool that should supply insights into the tone of subject lines. Einstein Copy Insights is a feature that uses natural language processing and machine learning to analyze your subject lines and provide suggestions for improvement. It also shows you the tone of your subject lines, such as positive, negative, neutral, or mixed, and how it affects your engagement metrics, such as open rate, click rate, etc.

Einstein Recommendations is a feature that uses artificial intelligence to provide personalized product or content recommendations for your subscribers based on their behavior and preferences. Einstein Messaging Insights is a feature that uses predictive intelligence to identify issues or opportunities with your email campaigns based on performance trends and anomalies.

NEW QUESTION # 70

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The Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) practice test software keeps track of each previous attempt and highlights the improvements with each attempt. The Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) mock exam setup can be configured to a particular style and arrive at unique questions. ActualTestsIT Salesforce Marketing-Cloud-Email-Specialist practice exam software went through real-world testing with feedback from more than 90,000 global professionals before reaching its latest form. The Salesforce Marketing-Cloud-Email-Specialist Exam Dumps are similar to real exam questions. Our Salesforce Marketing-Cloud-Email-Specialist practice test software is suitable for computer users with a Windows operating system.

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