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How to Prepare For Salesforce Marketing cloud email specialist Exam

Preparation Guide for Salesforce Marketing cloud email specialist Exam

Introduction

This certification focuses on applying knowledge skills and experience using Marketing Cloud for message design, subscriber and data management, inbox delivery, and external integrations. Salesforce-Marketing cloud email specialist recognizes your ability to effectively implement email marketing best practices, message design, subscriber and data management, inbox delivery, email automation, and tracking and reporting metrics within the Marketing Cloud Email application.

In this guide, we will cover the **Marketing cloud email specialist Exam** topics, Salesforce Marketing cloud email specialist Certified professional salary and all aspects of the Salesforce Marketing cloud email specialist Certification.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q102-Q107):

NEW QUESTION # 102

When a customer sends to a data extension where are list level unsubscribers recorded? Chose 2

- A. None of the above
- **B. Publication List**
- C. Group List
- **D. All subscribers List**

Answer: B,D

NEW QUESTION # 103

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Save the data extension in the Test Folder.
- **B. Create the data extension as 'Is Testable'.**
- C. Associate the data extension to the Campaign.

Answer: B

Explanation:

To ensure a data extension appears as a Recipient Test Data Extension in the Test Send menu, it must be created with the 'Is Testable' attribute. This designation allows the data extension to be used in test sends, ensuring that marketers can send test emails to individual subscribers in the data extension. This feature is crucial for validating how emails will appear to different segments of the audience.

References:

* Salesforce Marketing Cloud Documentation: Testable Data Extensions

NEW QUESTION # 104

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Shared Data Extensions folder
- **B. In the Data Extensions folder with sharing enabled**
- C. In the Synchronized Data Extensions folder

Answer: B

NEW QUESTION # 105

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Import File
- B. Fire Event
- **C. File Transfer**

Answer: C

Explanation:

If the file is not showing up on the SFTP after a successful data extract, the missing activity is likely the File Transfer activity. This activity is responsible for moving the extracted .csv file to the appropriate directory on the SFTP server. Without this step, the file will not be transferred to the SFTP location.

References:

* Salesforce Marketing Cloud Documentation on File Transfer Activity

NEW QUESTION # 106

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

- A. Segment activity
- B. **SQL Query activity**
- C. Data Extract activity
- D. Filter activity

Answer: B,D

NEW QUESTION # 107

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