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Salesforce Marketing Cloud platform offers a set of tools and solutions designed to help businesses create, execute, and analyze their email marketing campaigns. The Marketing-Cloud-Email-Specialist Exam covers a wide range of topics related to email marketing using the Salesforce Marketing Cloud platform. These topics include email design and development, email automation, email analytics, subscriber data management, and deliverability best practices.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q153-Q158):

NEW QUESTION # 153

What two additional best practices could be applied to the company's new email design?
Choose 2 answers

- A. Mobile optimized emails

- B. Corresponding call-to-action included in primary message
- C. Use of emojis in preheader text
- D. A mix of old branding with new branding

Answer: A,D

NEW QUESTION # 154

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email. Which configuration ensure these subscribers do NOT receive these emails?

- A. Add an Auto-Suppression list to the default sender profile.
- B. Configure Auto-Suppression list for the Commercial classification.
- C. Add subscribers to the Account opt-out list.

Answer: B

Explanation:

Explanation

Auto-Suppression lists are lists of subscribers who should not receive certain types of emails, such as promotional or transactional emails. Auto-Suppression lists can be configured for different send classifications, such as Commercial or Transactional, and can be applied to specific sender profiles or the entire account. By configuring an Auto-Suppression list for the Commercial classification, the marketer can ensure that the group of subscribers will not receive any promotional emails sent with that classification.

NEW QUESTION # 155

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold. Which feature should the marketing team use to achieve this?

- A. Send Flow
- B. Triggered Send
- C. Send Email Activity
- D. Send Throttling

Answer: D

NEW QUESTION # 156

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

- A. Email all unsubscribed customers asking for them to opt into email again
- B. Ask customers to opt-in at time of purchase online by creating an account
- C. Purchase subscriber lists from a reputable data company
- D. Create a Facebook lead capturing form to gain opt-ins
- E. Ask customers to text their email address to a short code to opt-in

Answer: C,D,E

NEW QUESTION # 157

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

Answer: C

Explanation:

Explanation

File transfer is the activity that is missing from the automation. File transfer is used to move files from one location to another, such as from Marketing Cloud to an SFTP server. Without this activity, the data extract will create a .csv file in Marketing Cloud, but it will not send it to the SFTP server. Fire event is used to trigger a journey or an automation from another automation. Import file is used to import data from a file into a data extension.

NEW QUESTION # 158

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