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The Salesforce Certified Marketing Cloud Email Specialist certification exam is intended for professionals who have at least six months of experience working with the Salesforce Marketing Cloud platform. It is recommended that candidates have experience in email marketing, including creating and managing email campaigns, designing email templates, and analyzing campaign performance. Candidates should also have a basic understanding of marketing automation and data management principles.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a highly recognized certification in the field of marketing automation. Salesforce Certified Marketing Cloud Email Specialist certification exam is designed to validate the skills and knowledge of professionals who work with the Salesforce Marketing Cloud Email application. It is intended for marketers, email specialists, and consultants who are involved in the creation, implementation, and management of email campaigns.

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Salesforce Marketing-Cloud-Email-Specialist Certification offers numerous benefits to professionals in the marketing industry. It demonstrates their proficiency in email marketing using the Salesforce Marketing Cloud platform, which is a widely used tool in the industry. Certification holders are also recognized as experts in email marketing and can leverage this credential to advance their career and earn higher salaries. Furthermore, the certification provides access to a community of certified professionals and resources to stay up-to-date with the latest email marketing trends and best practices.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q50-Q55):

NEW QUESTION # 50
Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email.

What tool can the marketer use to control default headers and footers on email sends?

- A. Dynamic Content
- B. Sender Profile
- C. AMPscript Lookups
- D. Delivery Profile

Answer: D

NEW QUESTION # 51

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign. Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

- A. Performance data on the Overview tab
- B. Images showing how the email rendered on different devices
- C. Number of clicks from mobile devices
- D. Subscribers who click on a specific link

Answer: A,D

NEW QUESTION # 52

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.
Which two tools should the marketer use? (Choose two.)

- A. Personalization Strings
- B. Delivery Profiles
- C. AMPscript Lookup
- D. Sender Profiles

Answer: C,D

Explanation:
Explanation/Reference:

NEW QUESTION # 53

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.
An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.
Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

- A. Domain Exclusion List
- B. Exclusion List
- C. Suppression List
- D. Exclusion Script

Answer: B

NEW QUESTION # 54

Why should a marketer ensure that field lengths are accurate when creating a data extension? (Choose 2)

- A. To save the data extension
- B. To determine the correct data type

- C. To optimize import process speed
- D. To ensure data integrity

Answer: C,D

NEW QUESTION # 55
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