

New Marketing-Cloud-Email-Specialist Test Answers & Marketing-Cloud-Email-Specialist Excellect Pass Rate

18 Salesforce Marketing Cloud Email Specialist Certification Practice Test Myths Explained

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Salesforce Marketing Cloud Email Specialist certification exam is designed to test a candidate's knowledge and understanding of email marketing best practices and the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification is intended for marketing professionals who are responsible for creating and executing email marketing campaigns using the Salesforce Marketing Cloud platform.

>> New Marketing-Cloud-Email-Specialist Test Answers <<

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Salesforce Certified Marketing Cloud Email Specialist certification exam covers a wide range of topics, including email marketing best practices, email marketing strategy and planning, email campaign creation and management, and email deliverability. Salesforce Certified Marketing Cloud Email Specialist certification exam is an excellent way for professionals to demonstrate their expertise in email marketing and their ability to use Salesforce Marketing Cloud effectively.

Salesforce Certified Marketing Cloud Email Specialist certification exam covers a wide range of topics related to email marketing including email design and coding, subscriber management, data management, email automation, and reporting and analytics. Marketing-Cloud-Email-Specialist Exam consists of 60 multiple-choice questions that must be completed within 105 minutes. To pass the exam, candidates must score at least 68% or higher. Marketing-Cloud-Email-Specialist exam is available in English and costs \$200 USD per attempt.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q79-Q84):

NEW QUESTION # 79

Northern Trail Outfitters is building a data extension that will store preference data for its subscribers. Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- **A. Primary Key**
- B. Is Sendable
- C. Nullable

Answer: A

Explanation:

Explanation

A data extension that is used for a SQL Query Activity must have a primary key. The primary key ensures that each record is unique and can be updated by the query. The Is Sendable and Nullable settings are not required for a SQL Query Activity, but they affect how the data extension can be used for sending emails and storing null values.

NEW QUESTION # 80

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Add and Update
- **C. Overwrite**

Answer: C

NEW QUESTION # 81

Leading up to various holiday seasons, Northern Trail Outfitters (NTO) plans to include special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A. Dynamic Content Block
- **B. Reference Content Block**
- C. Einstein Content Selection

Answer: B

Explanation:

To ensure that the most up-to-date content is included in each email, Northern Trail Outfitters should use a Reference Content

Block. This type of content block allows you to create content once and reuse it across multiple emails. By referencing the content block in different emails, any updates made to the content block will automatically reflect in all emails that use it. This ensures consistency and timeliness of the content, which is especially useful for special events and content that change throughout the year. Reference: Salesforce Marketing Cloud Documentation on Reference Content Blocks

NEW QUESTION # 82

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- **A. Purge inactive subscribers to avoid high bounce rates.**
- B. Create a new, friendly From Name for the updated program.
- C. Send to subscribers, asking for them to confirm opt-in.

Answer: A

Explanation:

Purging inactive subscribers is a critical step to maintain email deliverability. High bounce rates from inactive or invalid email addresses can negatively impact sender reputation and deliverability. By cleaning the email list and removing inactive subscribers, the retailer can ensure that emails are being sent to active and engaged recipients, thereby improving overall deliverability.

References: Salesforce Marketing Cloud Documentation on Email Deliverability Best Practices

NEW QUESTION # 83

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- **A. Personalized imagery influenced by subscriber preferences**
- B. Images of products that the customer has previously purchased
- C. Content focused on winter sports items for holiday shopping
- D. Full-width lifestyle imagery featuring attractive people

Answer: A

Explanation:

Explanation

NEW QUESTION # 84

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