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Nowadays passing the test Marketing-Cloud-Email-Specialist certification is extremely significant for you and can bring a lot of benefits to you. Passing the Marketing-Cloud-Email-Specialist test certification does not only prove that you are competent in some area but also can help you enter in the big company and double your wage. Buying our Marketing-Cloud-Email-Specialist Study Materials can help you pass the test easily and successfully. And at the same time, you don't have to pay much time on the preparation for our Marketing-Cloud-Email-Specialist learning guide is high-efficient.

Salesforce Marketing-Cloud-Email-Specialist Certification is ideal for digital marketers, marketing managers, email marketers, and marketing automation specialists who use Salesforce Marketing Cloud to create and manage email marketing campaigns. Salesforce Certified Marketing Cloud Email Specialist certification exam is an opportunity for professionals to demonstrate their expertise in using Salesforce Marketing Cloud's email marketing tools and features to drive engagement, conversions, and revenue. By earning this certification, professionals can showcase their skills and knowledge to potential employers and clients, and gain a competitive advantage in the job market.

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Salesforce Certified Marketing Cloud Email Specialist exam tests candidates on their knowledge of email marketing best practices, email design principles, email deliverability, marketing automation, and data management. Marketing-Cloud-Email-Specialist exam consists of 60 multiple-choice questions that must be completed within 90 minutes. The passing score for Marketing-Cloud-Email-Specialist Exam is 68%, and candidates can retake the exam after 24 hours if they fail the first attempt. By passing the Salesforce Marketing-Cloud-Email-Specialist exam, professionals can demonstrate their skills and knowledge to employers and clients, and enhance their career opportunities in the field of email marketing using Salesforce Marketing Cloud.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q112-Q117):

NEW QUESTION # 112

NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these campaign in other emails in a single column content area this content will have one Image with text below it, how can the NTO email team create one content area and reuse it across other emails using content builder without writing any custom html.

- A. create a free flow content block that accommodates text and images
- B. create an html content block and code the content by hand
- C. Create an image content block that accommodates pictures
- D. create a text content block that accommodates text

Answer: A

NEW QUESTION # 113
Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.
Which functionalities accomplish the requested configuration?

- A. Sender Profile and AMP script Lookup
- B. Send Classification and Subscriber Attributes
- C. Delivery Profile and AMP script Lookup

Answer: A

Explanation:
To personalize the From Name in emails with the targeted customer's specific representative, Northern Trail Outfitters should use a Sender Profile in conjunction with AMPscript Lookup. A Sender Profile allows the configuration of dynamic sender information, and AMPscript Lookup can be used to retrieve the representative's information from a data extension. This combination enables the dynamic personalization of the From Name in emails.
References:
* Salesforce Marketing Cloud Documentation on Sender Profiles
* Salesforce Marketing Cloud Documentation on AMPscript Lookup

NEW QUESTION # 114
Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.
Which solution should make locating appropriate images easier?

- A. Import a metadata tag index for the stock art so the images are searchable
- B. Select categories and content type from the import dropdown when importing images.
- C. Configure Eastern Content Tagging to automatically tag stock art.

Answer: A

NEW QUESTION # 115
A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list.
Which tool method should the specialist use?

- A. Automation Studio Email Activity
- B. User Initiated Send
- C. Multi-Step Journey

Answer: A

Explanation:
Automation Studio in Salesforce Marketing Cloud allows users to automate various marketing tasks, including sending emails. By configuring an Email Activity within Automation Studio, a marketing specialist can schedule and automate the sending of a weekly newsletter to subscribers. The tool supports including additional audiences, such as a partner seed list, by specifying multiple data

extensions within the same activity. Reference: Salesforce Marketing Cloud Documentation

NEW QUESTION # 116

Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Track Email Opens
- C. Physical Mailing Address
- D. Stored Content Boxes

Answer: B,C

NEW QUESTION # 117

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