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Salesforce Marketing-Cloud-Email-Specialist is a certification that validates the knowledge and skills of professionals in using the Salesforce Marketing Cloud platform for email marketing. Salesforce Certified Marketing Cloud Email Specialist certification is designed for individuals who have experience in email marketing and want to demonstrate their expertise in using Salesforce Marketing Cloud to create and manage email campaigns.

Salesforce Marketing-Cloud-Email-Specialist certification is an important credential for professionals who work with Salesforce Marketing Cloud Email. Salesforce Certified Marketing Cloud Email Specialist certification exam measures the knowledge and skills required to create and manage successful email campaigns using Salesforce Marketing Cloud. It is designed for professionals who have experience with email marketing and want to demonstrate their expertise in this area.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q108-Q113):

NEW QUESTION # 108
Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.
What should NTO do to simplify the journey?

- A. A Utilize exit criteria for the journey.
- B. Ensure the Contact entry mode is No re-entry
- C. Use the Update Contact a:

Answer: A

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Journey Builder Exit Criteria

NEW QUESTION # 109
A marketer is designing an email and wants to add extra messaging before the body of the email that will be displayed when an email client previews the message. What would the marketer use?

- A. Promotional Text
- B. Landing Page
- C. Preheader
- D. Subject Line

Answer: C

NEW QUESTION # 110
Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.
Which feature should the marketing team use?

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

Answer: D

NEW QUESTION # 111
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. Send to subscribers, asking for them to confirm opt-in.
- B. Purge inactive subscribers to avoid high bounce rates.
- C. Create a new, friendly From Name for the updated program.

Answer: A

Explanation:
Explanation
The action that the retailer should take to ensure deliverability is not impacted is to send to subscribers, asking for them to confirm opt-in1. Confirming opt-in is a best practice that helps the retailer maintain a clean and engaged email list, which can improve their email reputation and deliverability2. By asking subscribers to confirm their interest in receiving the loyalty series, the retailer can avoid sending unwanted or irrelevant emails that may result in spam complaints, unsubscribes, or low open rates. Confirming opt-in also helps the retailer comply with the CAN-SPAM Act and other privacy regulations that require consent from email recipients3. Creating a new, friendly From Name for the updated program is not the correct answer, as it does not help with ensuring deliverability. While having a clear and recognizable From Name is important for branding and trust, it does not affect the deliverability of the email itself4. Moreover, changing the From Name too frequently or drastically may confuse or alienate subscribers who are used to seeing a consistent sender identity.
Purging inactive subscribers to avoid high bounce rates is also not the correct answer, as it does not help with ensuring deliverability. While removing invalid or non-existent email addresses from the list can reduce bounce rates, it does not address the issue of subscriber engagement or consent. Purging inactive subscribers may also result in losing potential customers who may still be interested in the retailer's products or services, but have not opened or clicked on their emails recently. A better approach is to segment and target inactive subscribers with re-engagement campaigns that offer incentives or value propositions to renew their interest. References ≔ 1: Email Deliverability Best Practices for Email Studio - Salesforce 2: Email Deliverability in Salesforce: Ensuring Successful Email Campaigns 3: CAN-SPAM Compliance System Guide
- Salesforce 4: Marketing Cloud Deliverability Options - Salesforce : How You Can Keep Email Subscribers Engaged | Salesforce :

NEW QUESTION # 112

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.
Which configuration caused the send to fail?

- A. Two fields with "Email Address data type
- B. Incorrect Sending Relationship
- C. Failure to choose the send classification

Answer: B

Explanation:
Data Retention Policies in Salesforce Marketing Cloud allow you to automatically manage the retention and deletion of data within data extensions. This feature can be configured to delete records after a specified period, such as 30 days, ensuring that non-registered customer information is automatically removed in compliance with data management policies.

NEW QUESTION # 113

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