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The 2Pass4sure team is updating the Salesforce Marketing-Cloud-Email-Specialist study material according to the changes in the syllabus on daily basis. The users will receive Marketing-Cloud-Email-Specialist updates for 365 days so they can prepare according to the updated content. The 24/7 support system has been made for customers to solve their problems and serve them in the best possible ways in order to pass the Salesforce Certified Marketing Cloud Email Specialist (Marketing-Cloud-Email-Specialist) certification exam on the first try!

Salesforce Certified Marketing Cloud Email Specialist certification is an essential credential for marketing professionals who want to demonstrate their expertise in using Salesforce Marketing Cloud for email marketing. Salesforce Certified Marketing Cloud Email Specialist certification validates the candidate's understanding of email marketing best practices, data management, email content creation, segmentation, subscriber management, email deliverability, and analytics. With this certification, candidates can enhance their career opportunities and demonstrate their commitment to professional development in the field of email marketing.

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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is a challenging exam that requires a deep understanding of email marketing best practices and the ability to use Marketing Cloud to create and manage email campaigns. Salesforce Certified Marketing Cloud Email Specialist certification is ideal for marketing professionals who are looking to validate their skills and knowledge in email marketing, and who want to demonstrate their ability to use Salesforce Marketing Cloud effectively.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q117-Q122):

NEW QUESTION # 117
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. Select categories and content type from the import dropdown when importing images.
- B. Import a metadata tag index for the stock art so the images are searchable
- C. Configure Eastern Content Tagging to automatically tag stock art.

Answer: B

Explanation:
Reference: Salesforce Marketing Cloud Documentation on Content Management and Metadata Tagging

NEW QUESTION # 118
Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.
What is preventing the customer from receiving emails at their new address?

- A. The new email address is from an unsupported domain.
- B. The customer has not opted in again with the new address.
- C. The email address has not been updated in All Subscribers.

Answer: C

Explanation:
The email address has not been updated in All Subscribers is the correct answer. All Subscribers is the master list of subscribers in Marketing Cloud, and it stores the email address, subscriber key, and status for each subscriber. If a subscriber changes their email address, it needs to be updated in All Subscribers as well as in any other data extensions or lists that store the subscriber information. Otherwise, Marketing Cloud will still send emails to the old address stored in All Subscribers. You can learn more about this in the Manage Subscribers module on Trailhead.

NEW QUESTION # 119
A marketing associate wants to ensure that an email will be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

- A. Link detective
- B. Content detective
- C. Email Validation
- D. Send Preview

Answer: B

NEW QUESTION # 120

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

- A. Journey Builder
- B. Automation Studio
- C. Scheduled Email Sends
- D. Predictive Email

Answer: A

NEW QUESTION # 121

Northern Trail Outfitters (NTO) needs a quick listing of all email sends from the past calendar year across all business units. It should include basic metrics for each send.

Which out-of-the-box report provides what NTO needs?

- A. Email 5ends by User
- B. Account Send Summary
- C. Email Performance Over Time

Answer: C

NEW QUESTION # 122

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