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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 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.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q76-Q81):

NEW QUESTION # 76

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holidays promotional email.

Which feature should NTO use?

- A. Einstein Coy Insights
- B. Enhanced Dynamic Content
- **C. Einstein Content Selection**

Answer: C

NEW QUESTION # 77

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Sender Profile
- **C. Tabs**

Answer: C

Explanation:

In Datorama Reports for Salesforce Marketing Cloud, using Tabs can significantly improve dashboard usability. Tabs help organize data and reports into manageable sections, making it easier for users to navigate through different metrics and insights without overwhelming them with too much information on a single page.

NEW QUESTION # 78

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Build image-based emails.
- **B. Use contrasting colors**
- C. Minimize whitespace

Answer: B

Explanation:

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

NEW QUESTION # 79

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Sender Profile
- B. Campaigns
- C. Tabs

Answer: B

NEW QUESTION # 80

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The entry sources data extension has a primary key and subscriber key.
- B. TheUpdate Contact Activity Is used to make status updates.
- C. The Update Contact Activity us used to make status updates.

Answer: A

Explanation:

For monitoring customer status and making decisions within a journey in Salesforce Marketing Cloud, the entrysource's data extension must have a primary key and a subscriber key. These keys ensure that the data is properly linked to the contact, allowing the journey to reference and update status data accurately as the contact flows through the journey.

Reference: Salesforce Marketing Cloud Documentation on Data Extensions and Keys

NEW QUESTION # 81

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