

Useful Salesforce - Marketing-Cloud-Email-Specialist - Reliable Salesforce Certified Marketing Cloud Email Specialist Exam Camp



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To prepare for the Marketing Cloud Email Specialist certification exam, candidates can take advantage of a variety of resources provided by Salesforce, including online learning modules, study guides, and practice exams. Additionally, there are many third-party resources available, such as books, blogs, and forums, that can help candidates prepare for the exam. It is recommended that candidates have hands-on experience with Salesforce Marketing Cloud before taking the exam.

Salesforce Marketing Cloud platform offers a set of tools and solutions designed to help businesses create, execute, and analyze their email marketing campaigns. The Marketing-Cloud-Email-Specialist Exam covers a wide range of topics related to email marketing using the Salesforce Marketing Cloud platform. These topics include email design and development, email automation, email analytics, subscriber data management, and deliverability best practices.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q158-Q163):

NEW QUESTION # 158

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign. Which Preview \$ Test Content Personalization option should be used?

- A. Based on Subscriber Preview List or Data Extension
- B. Based on Preview
- C. Based on Recipient test Data Extension

Answer: A

Explanation:

To send emails to all 20 members of the creative team for proofing as part of an email campaign, the marketer should use the "Based on Subscriber Preview List or Data Extension" option in Preview & Test Content Personalization. This allows the marketer to create a specific list or data extension containing the email addresses of the creative team members, ensuring that each team member receives the test email for review.

NEW QUESTION # 159

NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

- A. Local folder structure
- B. Content Type filter
- C. Tags filter
- D. Email Type
- E. Search field

Answer: A,C,E

Explanation:

Reference:

<https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/>

NEW QUESTION # 160

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- A. Configure Field-Level Encryption in import file.
- B. Specify character encoding in import file.
- C. Manager Files in File Transfer.

Answer: A

Explanation:

Configuring Field-Level Encryption in import file is the correct answer. This option allows you to specify which fields are encrypted and how to decrypt them in the import file activity. This way, you can import decrypted information to a data extension from an encrypted file of subscriber data. Managing Files in File Transfer is not a valid option, as this option only allows you to move files from one location to another, not to import them. Specifying character encoding in import file is not a valid option either, as this option only allows you to ensure the correct display of characters in different languages, not to decrypt encrypted data. You can learn more about this in the Importing Data into Marketing Cloud module on Trailhead.

NEW QUESTION # 161

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Recommendations
- B. Einstein Copy Insights
- C. Einstein Messaging Insights

Answer: A

NEW QUESTION # 162

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the update type "Overwrite"
- B. Select the update type "Add Only"
- C. Ensure the data extension has a Primary Key
- D. Select the update type "Add and Update"

Answer: C,D

NEW QUESTION # 163

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