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Salesforce Certified Marketing Cloud Email Specialist Certification Exam is a valuable credential for professionals who specialize in email marketing. Salesforce Certified Marketing Cloud Email Specialist certification demonstrates your knowledge and skills in the Salesforce Marketing Cloud platform and can help you advance your career in the email marketing industry. With the right preparation and experience, candidates can successfully pass the exam and earn this sought-after certification.

Salesforce Marketing Cloud platform is a powerful tool that provides marketers with a comprehensive suite of capabilities to create and manage email campaigns, build personalized journeys, automate workflows, and analyze campaign performance. This platform enables marketers to engage with their customers in a personalized and relevant way, resulting in higher engagement and conversion rates.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for professionals who want to showcase their expertise in email marketing on the Salesforce Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification validates a candidate's knowledge and skills in creating, managing, and delivering effective email campaigns to engage customers and drive business results.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions

(Q10-Q15):

NEW QUESTION # 10
A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.
Which journey type is the best solution for the marketer to set up?

- A. Single Send Journey
- B. Transactional Send Journey
- C. Multi-Step Journey

Answer: B

Explanation:
A Transactional Send Journey is specifically designed for sending immediate, one-to-one communications triggered by user actions, such as password reset requests. This type of journey ensures timely delivery of emails that are critical and personalized based on user interactions.

NEW QUESTION # 11
Northern Trail Outfitters (NTO) has a new product launch.
Which tool should enable NTO to easily target the most loyal subscribes?

- A. Path Optimizer
- B. Einstein Engagement Scoring
- C. Google Analytics Audience

Answer: B

Explanation:
Einstein Engagement Scoring in Salesforce Marketing Cloud uses machine learning to predict which subscribers are most likely to engage with email content. For a new product launch, this tool can help Northern Trail Outfitters (NTO) target their most loyal subscribers by providing insights into subscriber behavior and engagement patterns. By focusing on the most engaged audience, NTO can increase the effectiveness of their marketing campaigns and drive higher engagement and conversions for the new product.

NEW QUESTION # 12
A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email.
How should they manage unsubscribes by communication type?

- A. Create suppression lists for each communication type, and associate the suppression list on the send definition.
- B. Create publication lists for each communication type, and associate the publication list on the send definition.
- C. Create a Boolean field for each communication type in the data extension and update the Profile Center.
- D. Create separate data extensions for each communication type and customize the subscription page.

Answer: B

NEW QUESTION # 13
A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.
Which three considerations should the marketing team keep in mind as they begin using Content Builder?
Choose 3 answers

- A. Create a folder structure prior to importing assets.
- B. Establish a naming convention optimized for search.
- C. Review permissions and roles for users accessing Content Builder.
- D. Focus on creating and importing content for one primary channel.
- E. Import duplicate copies of content for different messages or groups.

Answer: A,B,C

NEW QUESTION # 14

NTO is launching a custom corporate branded apparels website, they are concerned about the new initiative campaign impacting deliverability to its customers retail sends. NTO has purchased a second IP address to be used for the corporates sites email sending, what feature the NTO administrator will use to specify that which IP address is used for retail vs corporate.

- A. Send classification
- B. Delivery profile
- C. Send definition
- D. Senders profile

Answer: B

NEW QUESTION # 15

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