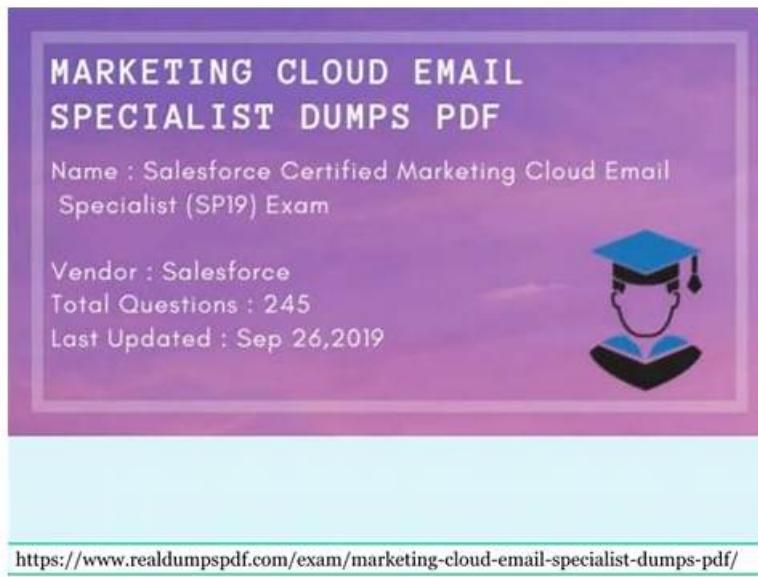


# Marketing-Cloud-Email-Specialist Dumps & Test

## Marketing-Cloud-Email-Specialist Study Guide



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Once installed Marketing-Cloud-Email-Specialist practice exam software onto your computer, you can get started as it does not require an internet connection to run. The Marketing-Cloud-Email-Specialist practice exam software is essential for your Salesforce Marketing-Cloud-Email-Specialist exam preparation as it gives you hands-on experience before the actual Marketing-Cloud-Email-Specialist Certification Exam. This kind of exam preparation ensures that a well-prepared and more confident candidate enters the examination arena.

Salesforce Certified Marketing Cloud Email Specialist certification is an excellent way to demonstrate your expertise in email marketing and differentiate yourself in a competitive job market. Whether you are looking to advance your career or take your business to the next level, this certification can help you achieve your goals and succeed in the fast-paced world of email marketing.

### Introduction to Salesforce Marketing cloud email specialist Exam

The Salesforce-Marketing cloud email specialist exam is a competency-based certification exam that recognizes your development of enhanced capabilities to troubleshoot and solve basic Marketing Cloud-specific issues, using the Salesforce Marketing Cloud Email application tools in executing both tactical as well as strategic email campaigns. To attempt the exam, individuals must have industry experience.

Post certification, professionals are expected to perform below tasks :

- Build relational data models.
- Build complex email automations.
- Create reports of email tracking data.

Salesforce Marketing-Cloud-Email-Specialist Exam is designed to test the proficiency of individuals in the field of email marketing using the Salesforce Marketing Cloud platform. Marketing-Cloud-Email-Specialist exam is primarily intended for email marketers, marketing automation specialists, and other professionals involved in email marketing campaigns. The Salesforce Certified Marketing Cloud Email Specialist certification validates an individual's knowledge and skills in email marketing, including email design and development, email automation, and email analytics.

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## Specialist dumps

Our Marketing-Cloud-Email-Specialist learning quiz can be downloaded for free trial before purchase, which allows you to understand our sample questions and software usage. It will also enable you to make a decision based on your own needs. And we have organized a group of professionals to revise our Marketing-Cloud-Email-Specialist Preparation materials, according to the examination status and trend changes. The simple and easy-to-understand language of Marketing-Cloud-Email-Specialist exam questions frees any learner from studying difficulties.

### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q36-Q41):

#### NEW QUESTION # 36

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed for the email is located in several data extensions.

What feature should the marketer use to merge the data into a single data extension to improve sending?

- A. SQL Query Activities
- B. **Data Filters**
- C. Profile Management
- D. File Triggers

**Answer: B**

#### NEW QUESTION # 37

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

- A. **Build email templates with HTML Paste**
- B. **Included personalization and dynamic content**
- C. Include an unsubscribe button
- D. **Ensure the email renders well in mobile apps**
- E. Segment the email's target audience

**Answer: A,B,D**

#### NEW QUESTION # 38

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query. Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. **Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.**
- B. In the step with the two SQL activities, place a wait step between them.
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

**Answer: A**

Explanation:

Explanation

If you want to ensure the exclusion is updated before the audience query runs, you should place the audience SQL Query Activity in a step after the exclusion SQL Query Activity. This way, the exclusion query will run first and update the data extension with the subscribers who should be excluded from the send. Then, the audience query will run and pull the subscribers who meet the criteria for the send, excluding those who were filtered out by the previous query. Placing a wait step between them or placing them in the same step will not guarantee that they will run in the correct order. You can learn more about this in the [Automation Studio Basics] module on Trailhead.

#### NEW QUESTION # 39

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards

program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

- A. A series of A/B tests to determine the number of emails.
- B. Journey Builder using a Random Split with three branches.
- C. Automation Studio with three separate Welcome automations.
- D. Journey Builder using a Decision Split with three branches.

**Answer: A**

Explanation:  
Explanation

#### **NEW QUESTION # 40**

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Use Query Activities
- B. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- C. Use Drag and Drop Segmentation to create data filters, and the use Filter activities
- D. Use Drag and Drop Segmentation to create data filters

**Answer: B,C**

#### **NEW QUESTION # 41**

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