

Marketing-Cloud-Email-Specialist Valid Exam Review, Test Marketing-Cloud-Email-Specialist Online



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In addition to the Marketing-Cloud-Email-Specialist Certification, Salesforce offers a range of other certifications for professionals who work with the Salesforce platform, including certifications for administrators, developers, architects, and consultants. These certifications are designed to help professionals demonstrate their expertise in specific areas of the Salesforce platform and advance their careers in the industry.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q69-Q74):

NEW QUESTION # 69

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

Answer: A

Explanation:

The Update Contact Activity is used to update the contact data in Journey Builder, not to make decisions on it. To make decisions on the status data, it should be connected to the contact in an attribute group and used in a decision-split activity on the journey canvas. [Source: Trailhead]

NEW QUESTION # 70

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscriber Lists.

- A. The email will be sent to the email address stored on Data Extension
- **B. The email will be sent to the email address stored on All Subscriber Lists**
- C. The email will be sent to the subscriber Key on All Subscribers List
- D. The email will be sent to the field marked as the Primary Key

Answer: B

NEW QUESTION # 71

A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience. Which three best practices should the marketer keep in mind while trying to acquire new email subscribers? Choose 3 answers

- **A. Ask for detailed demographic information.**
- B. Set expectations on send frequency and schedule.
- **C. Automatically opt-in all new customers.**
- **D. Use explicit opt-in for any new web sign-ups.**
- E. Tell customers why they want to receive NTO emails.

Answer: A,C,D

NEW QUESTION # 72

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Subscriber Preview and test Send
- **C. Content Detective**

Answer: C

Explanation:

Explanation

Content Detective is a feature that scans email content for potential issues, such as spam triggers, broken links, or invalid personalization strings. Content Detective can also be configured to provide warnings for specific words or phrases, such as [For APPROVAL], before sending an email

NEW QUESTION # 73

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

- A. Einstein content block
- **B. Interactive Email Form block**
- C. Smart capture block

Answer: B

Explanation:

Interactive Email Form block is the content block that the team should use to capture information directly from the inbox for some subscribers. Interactive Email Form block allows marketers to create forms within emails that can be filled out and submitted by subscribers without leaving their email clients. The form data can then be stored in a data extension for future use. Smart Capture block is used to create forms within landing pages, not within emails. Einstein Content block is used to display personalized content based on subscriber behavior and preferences, not to capture information from subscribers.

NEW QUESTION # 74

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