

New Marketing-Cloud-Email-Specialist Exam Duration & Sample Marketing-Cloud-Email-Specialist Questions Pdf



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Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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Salesforce Marketing-Cloud-Email-Specialist Certification Exam covers a wide range of topics, including email marketing best practices, email design, email message creation, subscriber data management, email deliverability, and reporting. Marketing-Cloud-Email-Specialist exam also covers topics related to Marketing Cloud Email features such as Content Builder, Journey Builder, Email Studio, and Contact Builder. Candidates must have a thorough understanding of these features to pass the exam.

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Sample Marketing-Cloud-Email-Specialist Questions Pdf & Relevant Marketing-Cloud-Email-Specialist Answers

Perhaps you worry about that you have difficulty in understanding our Marketing-Cloud-Email-Specialist training questions. Frankly speaking, we have taken all your worries into account. Firstly, all knowledge of the Marketing-Cloud-Email-Specialist exam materials have been simplified a lot. Also, we have tested many volunteers who are common people. The results show that our Marketing-Cloud-Email-Specialist study braindumps are easy for them to understand. So you don't have to worry that at all and you will pass the exam for sure.

Salesforce Marketing-Cloud-Email-Specialist (Salesforce Certified Marketing Cloud Email Specialist) Exam is a certification program designed for professionals who specialize in email marketing using Salesforce's Marketing Cloud platform. Salesforce Certified Marketing Cloud Email Specialist certification is intended to validate the expertise of individuals who have experience with email marketing best practices, email design, subscriber management, data management, and reporting.

Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q14-Q19):

NEW QUESTION # 14

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months. Which remediation tactic should be used to improve deliverability?

- A. Broaden segmentation criteria to reach more diverse audiences.
- B. Increase the frequency of email sending to boost engagement.
- **C. Scale back sending for specific ISPs until the issue subsides.**

Answer: C

Explanation:

Explanation

Scaling back sending for specific ISPs until the issue subsides can help improve deliverability by avoiding spam complaints and hard bounces. Increasing the frequency of email sending may worsen the deliverability issue by triggering spam filters and irritating subscribers. Broadening segmentation criteria may not help if the content is not relevant or engaging for the audience.

NEW QUESTION # 15

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- **A. Web Collect**
- B. Subscriber Group
- C. Send Log
- D. Data Filter

Answer: A

NEW QUESTION # 16

What is a personalization string?

- **A. A snippet of text that inserts subscriber attributes into an email**
- B. A content area that will display based on a subscriber attribute
- C. The snippet of text at the top of the email that is visible before an email has been opened
- D. An automated way of scraping a website for content to populate inside of an email

Answer: A

NEW QUESTION # 17

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Save the data extension in the Test Folder.
- **B. Create the data extension as 'Is Testable'.**
- C. Associate the data extension to the Campaign.

Answer: B

Explanation:

Explanation

Creating the data extension as 'Is Testable' is the option that ensures the data extension appears as a Recipient Test Data Extension in the Test Send menu. This option allows the marketer to use the data extension for testing purposes only, and not for actual sends. Saving the data extension in the Test Folder or associating it to the Campaign does not affect its availability for test sends.

NEW QUESTION # 18

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. Multi-Step Journey
- **C. Transactional Send Journey**

Answer: C

NEW QUESTION # 19

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