

Reliable Marketing-Cloud-Email-Specialist Dumps Ebook - Marketing-Cloud-Email-Specialist Guaranteed Questions Answers

Complete Guide to Marketing-Cloud-Email-Specialist Exam Questions

Introduction

In the world of digital marketing, the **Marketing-Cloud-Email-Specialist** plays an important role in building and managing effective email campaigns. To obtain this certificate, candidates must pass an exam that covers a variety of important topics. This article will provide a complete and comprehensive guide on **Marketing-Cloud-Email-Specialist exam questions**, including study strategies, question types, and tips for success.

<https://www.crack4sure.com/Marketing-Cloud-Email-Specialist-dumps.html>

What is Marketing-Cloud-Email-Specialist?

The **Marketing-Cloud-Email-Specialist** is a professional trained in the use of **Salesforce Marketing Cloud** to plan, execute, and manage email marketing campaigns. They are responsible for strategizing content, analyzing data, and optimizing campaign performance. This certificate proves that one has the necessary skills to effectively use email marketing tools and technologies.

Marketing-Cloud-Email-Specialist Exam Structure

The **Marketing-Cloud-Email-Specialist** exam consists of different types of questions, including:

1. Multiple Choice Questions

This type of question asks the candidate to choose the correct answer from several options given. Candidates need to understand the basic concepts and practical applications to answer correctly.

2. Scenario Questions

Scenario questions present real-world situations that require candidates to choose the best course of action based on their knowledge. This tests the candidate's ability to apply theoretical knowledge in a practical context.

3. Case Study Questions

This question requires an in-depth analysis of specific cases related to email campaigns. Candidates need to identify a problem, propose a solution, and provide a strong justification.

Main Topics in the Exam

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Salesforce Certified Marketing Cloud Email Specialist Certification Exam is a valuable credential for professionals who want to enhance their career opportunities in the email marketing industry. Salesforce Certified Marketing Cloud Email Specialist certification demonstrates to potential employers that you have the knowledge and skills to design, build, and execute effective email marketing campaigns using the Salesforce Marketing Cloud platform. It also validates your ability to analyze and interpret data to improve the performance of email marketing campaigns.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q103-Q108):

NEW QUESTION # 103

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

- A. From Address Management
- **B. Delivery Profile**
- C. Sender Profile

Answer: B

Explanation:

Explanation

The Delivery Profile is where the IP address for sending emails is configured. NTO should update the Delivery Profile for the transactional sends to use the new IP address

NEW QUESTION # 104

A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow.

Which tool can the non-technical marketer use most easily to segment and send the birthday email?

- A. User-initiated email
- **B. Playbooks**
- C. Query Activity
- D. Automation Studio

Answer: B

NEW QUESTION # 105

Northern Trail Outfitters stores all customer information in a data extension and would like to know how many people are subscribed to a particular newsletter.

Which feature would provide this information?

- A. Measure
- B. Data Filter
- C. Filtered Publication List
- **D. Filtered Data Extension**

Answer: D

NEW QUESTION # 106

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website.

What should NTO configure in Path Optimizer?

- A. Web Conversion
- **B. Email Engagement**
- C. Manual Engagement

Answer: B

NEW QUESTION # 107

The marketing team would like to remind customers they can receive 10% off all purchases they make during the week of their birthday as a way to increase customer engagement. Which tool would the Marketing team use to send an email notification to customers based on a subscriber specific date?

- **A. Playbooks**
- B. AMPscript
- C. Data relationships
- D. Data Extract Activity

Answer: A

NEW QUESTION # 108

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When we are in some kind of learning web site, often feel dazzling, because web page design is not reasonable, put too much information all rush, it will appear desultorily. Absorbing the lessons of the Marketing-Cloud-Email-Specialist test prep, will be all kinds of qualification examination classify layout, at the same time on the front page of the Marketing-Cloud-Email-Specialist test materials have clear test module classification, so clear page design greatly convenient for the users, can let users in a very short period of time to find what they want to study, and then targeted to study.

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