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Salesforce Marketing-Cloud-Email-Specialist Certification Exam is designed for professionals who specialize in email marketing using the Salesforce Marketing Cloud platform. It is a valuable certification for marketers who want to demonstrate their expertise in creating personalized, targeted email campaigns that drive business results. Marketing-Cloud-Email-Specialist Exam covers topics such as email marketing best practices, data management, segmentation, subscriber management, and email deliverability.

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Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q125-Q130):

NEW QUESTION # 125

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions. What should a marketer use to build this level of personalization into the email?

- A. Enhanced Dynamic Content Blocks
- **B. AMP script Search Functions**
- C. Personalization Strings

Answer: B

Explanation:

AMPscript Search Functions can be used to build this level of personalization into the email that Northern Trail Outfitters is looking for. AMPscript Search Functions allow marketers to query data from multiple data extensions within a single email and use conditional logic to display personalized content based on the results. Personalization Strings can only access data from the sendable data extension or the subscriber attributes, not from other data extensions. Enhanced Dynamic Content Blocks can only access data from a single data extension that is linked to a filter definition, not from multiple data extensions.

NEW QUESTION # 126

Northern Trail Outfitters Is building a data extension that will store preference data for the its subscribers. Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Nullable
- B. Is Sendable
- **C. Primary Key**

Answer: C

NEW QUESTION # 127

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the update type "Overwrite"
- **B. Select the update type "Add and Update"**
- C. Ensure the data extension has a Primary Key
- **D. Select the update type "Add Only"**

Answer: B,D

NEW QUESTION # 128

Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions. NTO would like to send out a series of emails to educate and remind members to purchase the subscription before the trial ends.

What tool is an option for this scenario?

- A. Send Flow
- B. Content Builder
- C. Contact Builder
- **D. Automation Studio**

Answer: D

NEW QUESTION # 129

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

- Answer: C**

To ensure that a daily report of sends across all business units is sent to the director each day, the marketing developer should schedule the report in Marketing Cloud and configure it to email the file directly to the director. This can be done by setting up a report in Email Studio, defining the parameters and schedule for the report, and specifying the recipient email address. This ensures that the director receives the necessary data in a timely manner without manual intervention.

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