

# **Valid Marketing-Cloud-Email-Specialist Test Questions 100% Pass | Pass-Sure Marketing-Cloud-Email-Specialist Pass Guide: Salesforce Certified Marketing Cloud Email Specialist**



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Our valid Marketing-Cloud-Email-Specialist practice questions are created according to the requirement of the certification center based on the real questions. Our team always checked and revised Marketing-Cloud-Email-Specialist dumps pdf to ensure the accuracy of our preparation study materials. We guarantee that our Marketing-Cloud-Email-Specialist Exam Prep is cost-efficient and affordable for most candidates who want to get certification quickly in their first try.

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.

Salesforce Marketing Cloud Email Specialist certification is an excellent way to demonstrate your proficiency in email marketing. It shows that you have a thorough understanding of the Salesforce Marketing Cloud platform and can use it to create effective email campaigns. Salesforce Certified Marketing Cloud Email Specialist certification also helps you stand out in a crowded job market and can lead to better job opportunities and higher salaries.

Salesforce Marketing-Cloud-Email-Specialist Certification Exam is an excellent certification for professionals who want to demonstrate their expertise and knowledge in the field of email marketing. It is a comprehensive exam that covers a wide range of topics related to email marketing, and it is a valuable certification for professionals who want to differentiate themselves from others in the industry.

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## Specialist Pass Test Guide

We provide our candidates with valid Marketing-Cloud-Email-Specialist vce dumps and the most reliable pass guide for the certification exam. Our IT professionals written the latest Marketing-Cloud-Email-Specialist test questions based on the requirement of the certification center, as well as the study materials and test content. By using our online training, you may rest assured that you grasp the key points of Marketing-Cloud-Email-Specialist Dumps Torrent for the practice test.

### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q109-Q114):

#### NEW QUESTION # 109

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

**Answer: C**

Explanation:

Explanation

To import the Not Sent extract into a data extension, you need to use three activities in Automation Studio: a tracking extract activity to generate the extract file, a file transfer activity to move the file to the import folder, and an import activity to import the file into a data extension.

#### NEW QUESTION # 110

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Focus on action-driven subject lines.
- C. Create more focused segmented lists for messaging.

**Answer: C**

Explanation:

The correct answer is B because creating more focused segmented lists for messaging can help reduce the number of unsubscribes and increase engagement by sending more relevant and personalized content to each segment. Adding complementary SMS campaigns may not be effective if the subscribers are not interested in receiving more messages from NTO. Focusing on action-driven subject lines may help improve open rates, but not necessarily engagement or retention.

#### NEW QUESTION # 111

An email marketer needs a point and click to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time. What solution meets this specification?

- A. Contact Builder
- B. SQL Query Activity
- C. Data Filters
- D. Audience Builder

**Answer: C**

#### NEW QUESTION # 112

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference

information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- A. Data Extract Activity
- **B. Filter Activity**
- C. Segment Activity
- **D. SQL Query Activity**

**Answer: B,D**

#### NEW QUESTION # 113

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails. What is a key differentiator to get a dedicated IP rather than using a shared one?

- **A. Sending Volume > 250,000 Email/Month**
- B. Requirement to have Custom URLs on images hosted in Marketing Cloud
- C. Requirement to have Custom URLs on Cloud Pages

**Answer: A**

#### NEW QUESTION # 114

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The Marketing-Cloud-Email-Specialist certification is the best proof of your ability. However, it's not easy for those work officers who has less free time to prepare such an Marketing-Cloud-Email-Specialist exam, and people always feel fear of the unknown thing and cannot handle themselves with a sudden change. However, our Marketing-Cloud-Email-Specialist Exam Questions can stand by your side. And we are determined to devote ourselves to serving you with the superior Marketing-Cloud-Email-Specialist study materials. You can have a try on the free demo of our Marketing-Cloud-Email-Specialist exam questions, you can understand in detail and make a choice.

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