

Verified Marketing-Cloud-Email-Specialist Dumps Q&As - Marketing-Cloud-Email-Specialist Test Engine with Correct Answers [Q30-Q52]



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Introduction to Salesforce Marketing cloud email specialist Exam

The Salesforce-Marketing cloud email specialist exam is a competency-based certification exam that recognizes your development of enhanced capabilities to troubleshoot and solve basic Marketing Cloud-specific issues, using the Salesforce Marketing Cloud Email application tools in executing both tactical as well as strategic email campaigns. To attempt the exam, individuals must have industry experience.

Post certification , professionals are expected to perform below tasks :

- Build email marketing campaigns utilizing the various tools -within Email Studio, including Content Builder.- Build complex email automations.- Send emails using email application sending methods.

What is the duration, language, and format of Salesforce Marketing cloud email specialist Exam - Questions type
: Multiple choice- Language : English- Passing score: 65%- Duration : 90 minutes **QUESTION 30**

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five

days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- * Use Query Activities
- * Use Drag and Drop Segmentation to create data filters
- * Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- * Use Drag and Drop Segmentation to create data filters, and the use Filter activities

QUESTION 31

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes

What Approval Workflow should be used for this requirement?

- * Custom Workflow
- * Multi-Team Workflow
- * Two-Step Workflow
- * Standard Workflow

QUESTION 32

When using a mobile-optimized template, what causes the mobile layout to display?

- * The specific device that is used to view the email
- * The screen size of the device that is used to view the email
- * A subscriber attribute that dictates a mobile layout preference
- * The email client detection tracking pixel

QUESTION 33

A client leverages transactional messages to send ad-hoc order confirmations. Which type of message is most suitable in this situation?

- * Triggered Email
- * Test Send
- * Guided Send
- * User Initiated Email

QUESTION 34

How is Primary Key used?

- * Primary Key is used when defining a Send Relationship
- * Primary Key is the unique value to identify a subscriber
- * Primary Key identifies a row or a field in a data extension as unique
- * Primary Key prevents data from being overwritten in a data extension

QUESTION 35

Select three (3) best practices for interacting with potential and active subscribers?

- * Follow the CAN SPAM Law
- * Always make email opt in required

- * Make unsubscribing easy
- * Make unsubscribing easy, no more than 4 clicks
- * Only use the email address offered

QUESTION 36

The marketing team would like to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email. Which tool is recommended to execute this process?

- * Automation Studio
- * Playbooks
- * Data Extract Activity
- * Filter Activity

QUESTION 37

What is a capability of a data relationship?

- * Join three or more data extensions together to create a filtered data extension
- * Join a list and a data extension to filter the combined data
- * Join data extensions together to create one combined data extension
- * Join data extensions to filter or segment the fields from data extensions

QUESTION 38

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

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

QUESTION 39

Which feature can a marketer use to individualize content in an email? (Choose 3)

- * Specialized content
- * Audience Segmentation
- * Predictive content
- * Personalization string
- * Dynamic content

QUESTION 40

Northern Trail Outfitters allows non registered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- * Delete Filter Activity

- * Contact Delete
- * Data Retention Policy

QUESTION 41

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.

Which two best practices should NTO employ when sending email? (Choose two.)

- * Use subscriber data to dynamically populate email content.
- * Send multiple emails a day to keep the brand top of mind.
- * Set cadence expectations up front with subscribers.
- * Send generic content to appeal to all audiences.

QUESTION 42

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- * Import File
- * Data Extract
- * SQL Query
- * Filter

QUESTION 43

A team wants to import a file with column names that do not match the fields into a data extension.

What step is needed to align the file data to the field names in the data extension?

- * Choose the appropriate date format.
- * Name the new import definition.
- * Select the delimiting character.
- * Map the attributes in the file.

QUESTION 44

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals? (Choose two.)

- * Send Count
- * Hyperlinks
- * From Name
- * Subject Line

QUESTION 45

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?

- * Filtered Publication List
- * Data Filter
- * Filtered Data Extension
- * Measure

QUESTION 46

Which feature can be included in a content box? (Choose 3)

- * Social Forward
- * Microsites
- * Facebook Like
- * Content Detective
- * Forward to a Friend

QUESTION 47

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- * Configure Eastern Content Tagging to automatically tag stock art.
- * Import a metadata tag index for the stock art so the images are searchable
- * Select categories and content type from the import dropdown when importing images.

QUESTION 48

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- * Any Mailing Address
- * Physical Mailing Address
- * A way to Unsubscribe
- * A link to the sender's website

QUESTION 49

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- * Use a Guided Send to perform a test send to Internal users using subscriber data.
- * Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- * Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

QUESTION 50

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day.

The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

- * Opting customers in automatically
- * Personalized recommendations
- * Sending multiple emails in one day
- * Preventing customers from opting out

QUESTION 51

Each time Northern Trail Outfitters sends their monthly promotional email, the volume of support calls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should be used?

- * Send Email Activity
- * Send Flow
- * Triggered Send
- * Send Throttling

QUESTION 52

Northern Trail Outfitters wants to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What would be the correct sequence of Activities for this File Drop Starting Source?

- * File Transfer Activity > Send Email
- * Import FileActivity > File Transfer Activity > Send Email
- * File Transfer Activity > Import File Activity > Send Email
- * Import File Activity > Send Email

Topics of Salesforce Marketing cloud email specialist Exam

Aspirants must know the exam topics before they start of preparation. Because it will really help them to prepare for below concepts

Marketing cloud email specialist exam dumps will include following topics :

1. Email Marketing Best Practices (15%)

- Given a customer scenario, demonstrate appropriate and effective subscriber acquisition methodologies.- Given a customer scenario, differentiate elements of an email that can impact message deliverability.- Given a customer scenario, recognize situations where legal compliance may be an issue during an email campaign.- Given a customer scenario, evaluate the elements and techniques of email marketing to design an effective email campaign.- Given a customer scenario, apply best practices of communicating with a population.

2. Email Message Design (13%)

- Given a customer scenario, recommend email design best practices to implement.- Given the desired output requirements, recommend strategies to A/B test email elements.- Given an email message design, determine the correct use of Approvals.-

Given the desired output functionality, recommend methods for creating responsive emails.- Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send.

3. Content Creation and Delivery (18%)

- Given a scenario, create and customize an email message to meet a customer's need.- Describe various send capabilities in the Email application.- Given a scenario, send and deploy an email campaign to meet the customer requirement.- Given a scenario, know how to manage content needed to deploy a customer's email campaign.

4. Marketing Automation (19%)

- Given a customer scenario, recommend the appropriate marketing automation solution.- Given a scenario to manage customer data, configure the appropriate marketing automation tools.

5. Subscriber and Data Management (28%)

- Given a customer's business requirements, configure segmentation tools to accurately model subscribers and data.- Given the desired output requirements, set up Subscriber Lists and Data Extensions in the Marketing Cloud.- Given a customer's business requirements, determine how to import data into Marketing Cloud as per best practices.- Given a customer scenario, recommend the marketing unsubscribe subscription management solution that meets the requirement based on customer frequency, permission, and preferences.

6. Tracking and Reporting (7%)

- Given a customer scenario, explain the different metrics available for email campaigns and what each one means.- Given a need to run reports, configure and run Marketing Cloud ad hoc and automated reports.- Given an email campaign, describe the steps involved to analyze the performance results. **Pass Salesforce Marketing-Cloud-Email-Specialist Exam Info and**

Free Practice Test: <https://www.actualtests4sure.com/Marketing-Cloud-Email-Specialist-test-questions.html>]