

MARKETING-CLOUD-EMAIL- SPECIALIST^{Q&As}

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QUESTION 1

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form, NTO would like to require email address and reply date and response for subscriber\\'s completing the form, how should NTO will set the data extension?

- A. create a data extension with email address, reply date and response fields as non-null able
- B. crate a data extension with email address reply date and responsefields as null able
- C. create the data extension with email address as the primary key and reply date and response fields as nullable
- D. create a dataextension with email address as non-nullable and reply date and response fields as nullable

Correct Answer: A

QUESTION 2

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

- A. Subscriber Key
- B. Subscriber ID
- C. Data Relationship
- D. Send Relationship

Correct Answer: A

QUESTION 3

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A. The Customer_ID field in the Data Extension
- B. The Subscriber ID in a System Data View Table
- C. The Email_Address field in the Data Extension
- D. The Email Address Profile Attribute

Correct Answer: A

QUESTION 4

Northern Trail Outfitter\\'s Quality Assurance process requires that a team of users evaluates all parameters of an email

send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Send Flow
- B. User-Initiated Email
- C. Send Activity
- D. Guided Send

Correct Answer: D

QUESTION 5

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the user clicks the overview tab in the inbox activity section
- B. select the URL id for the URL or tracking the alias from the job links tab.
- C. select the click activity bar chart from the email overview of the click activity tab
- D. select the URL or tracking alias from the link view tab of the click activity tab.

Correct Answer: AD

QUESTION 6

A marketing manager has created a global template at the top level to control branding standards and make updates easy. The template needs to be used company-wide across all business units. How should the manager configure the template once it's moved to the shared folder to ensure it remains on-brand?

- A. Make a copy in each business unit to allow local edits.
- B. Select the View and Send permission option.
- C. Select the Edit Globally permission option.

Correct Answer: B

QUESTION 7

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed. Which additional issues should they consider?

- A. DoNotTrack preferences

- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

Correct Answer: A

QUESTION 8

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries. Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report
- C. Pivot table in Datorama Reports

Correct Answer: C

QUESTION 9

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers. Which method should the team use to accomplish this goal?

- A. Create a list of inactive subscribers and suppress them from campaigns.
- B. Remove inactive subscribers from the target population.
- C. Create a re-engagement campaign for all subscribers asking to opt-in again.
- D. Create a re-engagement campaign for inactive subscribers asking to opt-in again.

Correct Answer: D

Reference: <https://www.mailerlite.com/blog/re-engaging-inactive-subscribers-with-a-win-back-email-campaign>

QUESTION 10

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Correct Answer: B

QUESTION 11

Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

- A. From Name, Preheader, and Dynamic Rules
- B. From Name, Sender Profile, and Subject Line
- C. From Name, Sender Profile, and Domain
- D. From Name, Preheader, and Subject Line

Correct Answer: D

Reference: <https://www.mailerlite.com/ultimate-guide-to-email-marketing/ab-testing>

QUESTION 12

What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

- A. Sender and recipient profiles
- B. Campaign and journey
- C. Email and journey
- D. Journey and contact

Correct Answer: C

QUESTION 13

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. SQL query activities
- B. Data filter
- C. Filter activity
- D. Filtered group

Correct Answer: C

QUESTION 14

A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in

two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which two tools could be used to segment the data? (Choose two.)

- A. Data Extract Activity
- B. SQL Query Activity
- C. Send Definition
- D. Filters

Correct Answer: BD

QUESTION 15

Northern Trail Outfitters\' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Preview Tab
- D. Two-Step Workflow Approval

Correct Answer: C

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