Vendor: Salesforce

Exam Code:MARKETING-CLOUD-EMAIL-SPECIALIST

Exam Name: Salesforce Certified Marketing Cloud Email Specialist

Version: Demo

QUESTION 1

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.

What tool will produce this audience?

A. SQL Query Activity

B. Audience Builder

C. Filters

D. Send Flow

Correct Answer: C

to segment subscribers who have a value of EMEA in the Region Attribute, the marketer should use Filters in Salesforce Marketing Cloud. The choice of Audience Builder might be more appropriate for more complex segmentations involving multiple criteria and data sources.

QUESTION 2

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile. Which action should theytake to execute the campaign?

A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.

B. Use Automation Studio Filtering, Messaging, and wait activities.

C. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

Correct Answer: A

QUESTION 3

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

A. Any Mailing Address

B. Physical Mailing Address

C. A way to Unsubscribe

D. A link to the sender\\'s website

Correct Answer: BC

QUESTION 4

Which combination of audiences can be selected in the recipientsection for a specific Send?

A. Lists and Audiences

B. Contacts or Audiences

C. Lists or Data Extensions

D. Lists and Data Extensions

Correct Answer: C

QUESTION 5

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?

A. Automation Studio

B. Playbooks

C. Data Extract Activity

D. Filter Activity

Correct Answer: C

QUESTION 6

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account. Where shouldthe data extension reside to achieve this goal?

A. In the Synchronized Data Extensions folder

B. In the Data Extensions folder with sharing enabled

C. In the Shared Data Extensions folder

Correct Answer: C

QUESTION 7

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

A. Attribute Group

B. SQLQuery Activity

C. Data Filter

Correct Answer: B

QUESTION 8

Which statement regarding editing an email template is true? (Choose 2)

A. Updating an email to reflect changes made in itstemplate can be done in the email properties

B. Changes to a template cannot be made once it is saved in the application

C. Changes to a template are automatically inherited in emails built from that template

D. A template does not automatically affectemails created from that template

Correct Answer: BD

QUESTION 9

A marketing associate wants to ensure that an email will be delivered to a subscribers\\' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

A. Content detective

B. Link detective

C. Email Validation

D. Send Preview

Correct Answer: A

QUESTION 10

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions. What should be used to achieve this?

A. Ingest API

B. Import Wizard

C. Import Activity

Correct Answer: C

QUESTION 11

Northern Trail Outfitters (NTO) istroubleshooting why a triggered send isn\\'t being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of\\'Held\\'. What is the source of the duplicate subscriber key?

A. Triggered Send Managed Lists

B. Global Unsubscribe List

C. Auto Suppression List

Correct Answer: A

QUESTION 12

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

A. Include Measures within a Filter

B. Email Comparison Report

C. Email Send Report

D. Compare Email Sends on the Tracking page

Correct Answer: D