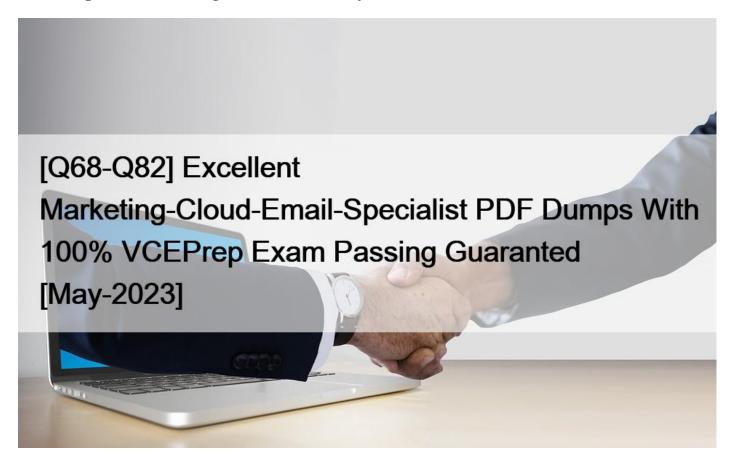# [Q68-Q82 Excellent Marketing-Cloud-Email-Specialist PDF Dumps With 100% VCEPrep Exam Passing Guaranted [May-2023

Excellent Marketing-Cloud-Email-Specialist PDF Dumps With 100% VCEPrep Exam Passing Guaranted [**May-2023**]
100% Pass Your Marketing-Cloud-Email-Specialist Salesforce Certified Marketing Cloud Email Specialist at First Attempt with VCEPrep

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, 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, demonstrate appropriate and effective subscriber acquisition methodologies.- 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 the desired output requirements, recommend strategies to A/B test email elements.- Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send.- Given an email message design, determine the correct use of Approvals.- Given the desired output functionality, recommend methods for creating responsive emails.- Given a customer scenario, recommend email design best practices to implement.

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, know how to manage content needed to deploy a customer's email campaign.- Given a scenario, send and deploy an email campaign to meet the customer requirement.

4. Marketing Automation (19%)

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

5. Subscriber and Data Management (28%)

- Given a customer scenario, recommend the marketing unsubscribe subscription management solution that meets the requirement based on customer frequency, permission, and preferences.- 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.

6. Tracking and Reporting (7%)

- Given an email campaign, describe the steps involved to analyze the performance results.- 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.

How to book the Marketing-Cloud-Email-Specialist Exam

These are following steps for registering the Marketing-Cloud-Email-Specialist Exam.

Step 1: Visit to Webassessor Exam Registration

Step 2: Signup/Login to Webassessor

Step 3: Select the onsite proctored or online proctored delivery method of Certification Exam

Step 4: Select Date, time and confirm with a payment method

QUESTION 68

orthern trail outfitters (NTO) is currently sending out a single welcome email when a subscriber join its myNTO rewards program. NTo wants to test whether one,two,three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

* journey builder using random split with three branches.
* series of a/b test determine the number of emails.
* journey builder using a decision split with three branches.
* automation studio with three sep

QUESTION 69

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

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

QUESTION 70

Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension.

They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment.

What could be used to segment the data?
* Filter Activity
* Data Filter
* Synchronized Data
* Query Activity

QUESTION 71

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should me marketer do to prevent the subscriber from receiving further commercial messages?
* Use the complaint exclusion list on future sends.
* Add the subscriber to the auto-suppression list.
* Delete the subscriber from All Subscribers

QUESTION 72

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized ‘congratulations’ email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?
* Journey Builder and Behavioral Triggers
* Automation Studio and Path Optimizer
* Automation Studio and Journey Builder

QUESTION 73

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)
* Report results delivery location
* Report results file format
* Error report log location
* Date range parameters
* Error handling parameters

QUESTION 74

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?
* Test Send
* User-Initiated Email
* Send Flow
* Triggered Email

QUESTION 75

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university’s marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers
* Subscribers who click on a specific link
* Performance data on the Overview tab
* Number of clicks from mobile devices
* Images showing how the email rendered on different devices

QUESTION 76

Northern Trail Outfitters wants to use something other than an email address to identify subscribers.

What functionality can be used to accommodate this?
* Subscriber Key
* Subscriber Attributes
* System Preferences
* Primary Key

QUESTION 77

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the “Transactional” CAN-SPAM requirements.

What feature should the marketer use?
* Delivery Profile
* Sender Profile
* Send Classification
* Send Definition

QUESTION 78

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company’s subscribers. What is a key component of optimized email design? (Choose 3)
* Build email templates with HTML Paste
* Ensure the email renders well in mobile apps
* Include an unsubscribe button
* Segment the email’s target audience
* Included personalization and dynamic content

QUESTION 79

What does Exact Target do to help protect your data when you log in? Choose 2
* Authenticate your browser
* Enter your username and password
* Click Send Activation Email button
* You must choose a long password with multiple characters.

QUESTION 80

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Given that NTO Is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers
* Subscriber can choose to resubscrlbe to the list used for the send.
* Subscriber can choose to be unsubscribed from all NTO publications.
* Subscriber can choose which publications to unsubscribe from.
* Subscriber can choose to be removed from the data extension.

QUESTION 81

A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?
* Change the URL Expiration in Email Administration
* Update the link using AMPscript
* Resend the email with the correct link
* Change the link in Job Links under Tracking

QUESTION 82

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

The benefit of obtaining the Salesforce Marketing cloud email specialist Exam Certification

If the Candidate having strong determination of growing up in the organization, **Marketing cloud email specialist** certification will help them a lot.- Post bagging Salesforce Certified Marketing Cloud Email Specialist accreditation Candidate becomes a solid, well-rounded Salesforce Certified Marketing Cloud Email Specialist.- Salesforce issue a digital badge which candidates can place on their resume or on Linkedin profile.- Employers need to make decisions based on limited information and when they view the official Salesforce Certified Marketing Cloud Email Specialist certification, they use to have assurance that a candidate has achieved a certain level of competence and knowledge. **Trend for Marketing-Cloud-Email-Specialist pdf**

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