



**Free Questions for Marketing-Cloud-Email-Specialist by
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Question 1

Question Type: MultipleChoice

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.

Options:

- 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.

Answer:

A, D

Question 2

Question Type: MultipleChoice

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, non-sendable data extension named Loyalty Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

Options:

- A) Email Address
- B) Loyalty Member Status
- C) Loyalty Member ID
- D) Full Name

Answer:

C

Question 3

Question Type: MultipleChoice

Which three content blocks do you need to create using AMPscript to enable personalization?

Options:

- A) First Name, Introduction, Conclusion
- B) Full Name, Introduction, Conclusion
- C) Greeting, First Name, Last Name
- D) Greeting, Introduction, Conclusion

Answer:

D

Question 4

Question Type: MultipleChoice

Which is a benefit of Quick Send?

Options:

- A) Quickly approve Campaign Members for sending.
- B) Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.
- C) Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D) Quickly send Salesforce emails to leads, contacts, or person accounts.

Answer:

B

Question 5

Question Type: MultipleChoice

Which app do you use to set the default greeting option?

Options:

- A) Distributed Marketing Administration
- B) Distributed Marketing Settings
- C) Journey Builder
- D) Administration

Answer:

A

Question 6

Question Type: MultipleChoice

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

Options:

- A) Sender and recipient profiles

- B) Campaign and journey
- C) Email and journey
- D) Journey and contact

Answer:

C

Question 7

Question Type: MultipleChoice

What is a table within the application database that stores sendable subscriber data as well as relational data like purchases, inventory, rewards programme data?

Options:

- A) Data Table
- B) Data Extension

- C) Data List
- D) List
- E) Subscriber Table

Answer:

B

Question 8

Question Type: MultipleChoice

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

Options:

- A) Content Builder
- B) Content Detective

- C) Inbox Preview
- D) Triggered Send

Answer:

B

Explanation:

https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.

Which 2 best practices should NTO employ when sending email?

Options:

- A) Set Cadence Expectations to front with Subscribers
- B) Send generic content to appeal to all audiences.
- C) Send Multiple emails a day to keep the brand top of mind
- D) Use Subscriber data to dynamically populate email content

Answer:

A, D

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