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QUESTION & ANSWER

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**Exam : Certified Marketing Cloud
Email Specialist**

**Title : Salesforce Certified
Marketing Cloud Email
Specialist (SU21)**

Version : DEMO

1.Which is a fundamental component of coding responsive emails?

- A. CSS3 @media Queries
- B. Span Tags
- C. SQL Queries
- D. Anchor Tags

Answer: A

2.A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.

What are two benefits of ensuring field lengths are accurate? (Choose two.)

- A. To ensure data integrity
- B. To determine the correct data type
- C. To optimize import process speed
- D. To save the data extension

Answer: B,C

3.A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

- A. Triggered Email
- B. Send Flow
- C. User-Initiated Email
- D. Test Send

Answer: A

4.An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Activity to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

Answer: A

5.A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality.

What is the optimal way to accomplish this task?

- A. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
- B. Configure to return an error message for any email address that does not conform to standard conventions.
- C. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.

D. Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Answer: B