

Salesforce MCES

SALESFORCE MARKETING CLOUD EMAIL SPECIALIST CERTIFICATION
QUESTIONS & ANSWERS

Exam Summary – Syllabus – Questions

MCES

Salesforce Certified Marketing Cloud Email Specialist
60 Questions Exam – 67% Cut Score – Duration of 90 minutes

www.VMExam.com

Table of Contents

Know Your MCES Certification Well:.....	2
Salesforce MCES Marketing Cloud Email Specialist Certification Details:	2
MCES Syllabus:	3
Salesforce MCES Sample Questions:.....	4
Study Guide to Crack Salesforce Marketing Cloud Email Specialist MCES Exam:.....	6

Know Your MCES Certification Well:

The MCES is best suitable for candidates who want to gain knowledge in the Salesforce Marketing Cloud. Before you start your MCES preparation you may struggle to get all the crucial Marketing Cloud Email Specialist materials like MCES syllabus, sample questions, study guide.

But don't worry the MCES PDF is here to help you prepare in a stress free manner.

The PDF is a combination of all your queries like-

- What is in the MCES syllabus?
- How many questions are there in the MCES exam?
- Which Practice test would help me to pass the MCES exam at the first attempt?

Passing the MCES exam makes you Salesforce Certified Marketing Cloud Email Specialist. Having the Marketing Cloud Email Specialist certification opens multiple opportunities for you. You can grab a new job, get a higher salary or simply get recognition within your current organization.

Salesforce MCES Marketing Cloud Email Specialist Certification Details:

Exam Name	Salesforce Marketing Cloud Email Specialist (MCES)
Exam Code	MCES
Exam Price	Registration fee: USD 200 Retake fee: USD 100
Duration	90 minutes
Number of Questions	60
Passing Score	67%
Recommended Training / Books	Build and Analyze Customer Journeys using Marketing Cloud (MKT 101)
Schedule Exam	PEARSON VUE
Sample Questions	Salesforce MCES Sample Questions
Recommended Practice	Salesforce Certified Marketing Cloud Email Specialist Practice Test

MCES Syllabus:

Section	Objectives	Weight
Email Marketing Best Practices	<ul style="list-style-type: none"> - Given a customer scenario, evaluate elements and techniques of email marketing to design effective emails and email programs. - Given a customer scenario, differentiate elements of an email that can impact message deliverability. - Given a customer scenario, demonstrate appropriate and effective subscriber acquisition and retention methodologies. 	10%
Content Creation and Delivery	<ul style="list-style-type: none"> - Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send. - Given a customer scenario, create and customize an email message to meet customers' needs. - Given a customer scenario, configure send settings to meet the customer requirements. - Given a customer scenario, organize and manage email campaign content. 	24%
Marketing Automation	<ul style="list-style-type: none"> - Given a customer scenario, recommend the appropriate marketing automation solution. - Given a customer scenario, build the appropriate Automation Studio solution. - Given a customer scenario, build the appropriate Journey Builder solution. 	26%
Subscriber and Data Management	<ul style="list-style-type: none"> - Given desired output requirements, setup Data Extensions in Marketing Cloud. - Given a customer's business requirements, determine how to import data into Marketing Cloud. - Given a customer's business requirements, configure segmentation tools to model subscribers and data. - Given a customer scenario, identify and troubleshoot send discrepancy based on subscriber preference management. 	26%
Insights and Analytics	<ul style="list-style-type: none"> - Given a customer scenario, explain the different metrics available for email campaigns and what each one means. - Given an email campaign, describe the steps involved to analyze the performance results. - Given a customer scenario, configure and run Marketing Cloud ad hoc and automated reports. - Given a customer scenario, recommend an Einstein product that will analyze campaign effectiveness. 	14%

Salesforce MCES Sample Questions:

Question: 1

The marketing team of a car manufacturer are about to send an email regarding the recall of a specific model car as a result of a faulty airbag, how would they go about sending the emails slowly throughout the day to avoid the volume of support calls to spike?

- a) Triggered Send
- b) Send Throttling
- c) Send Email Activity
- d) Send Flow

Answer: b

Question: 2

How can AMPscript be used to customise email message design?

- a) Automate the template creation process
- b) Inserts responsive content based on the user's viewing device
- c) Provides advanced content personalisation
- d) Automates the flow of creating email messages

Answer: c

Question: 3

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager?

(Choose 3 answers)

- a) Save the report as a Snapshot.
- b) Text a link to the report.
- c) Notify the manager with a pop-up.
- d) Email the report.
- e) Save the report to an FTP folder.

Answer: a, d, e

Question: 4

Which tool is imperative when attempting to code responsive email designs?

- a) CSS3 @media Queries
- b) HTML Paste
- c) Span Tags
- d) Anchor Tags

Answer: a

Question: 5

A company would like to use another way to uniquely identify its subscribers besides using email addresses granted that some email addresses can be quite similar. Which tool can be used to accomplish this task?

- a) Subscriber Attributes
- b) Primary Key
- c) Subscriber Key
- d) System Preferences

Answer: c**Question: 6**

What happens when a disgruntled subscriber selects the "one-click unsubscribe" link in the email you just sent from one of your publication lists?

- a) The subscriber is automatically redirected to the subscription centre to unsubscribe from publications
- b) The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- c) The subscriber is automatically unsubscribed from the business unit from which the send originated
- d) The subscriber is automatically unsubscribed from the list from which the send originated from

Answer: d**Question: 7**

A marketer would like to send an email to subscribers on a subscriber list who live within 5km of Sydney CBD. Which tool would the marketer use to accomplish this task?

- a) Query Activity
- b) Data Filter
- c) Audience Builder
- d) Send Classification

Answer: c**Question: 8**

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

- a) Data Extract Activity Interaction
- b) Import Activity Interaction
- c) Manual Data Filter Refresh
- d) Import Subscriber Wizard

Answer: d

Question: 9

A company feels they need to increase their subscriber base in order to keep up with their competitors aggressive email marketing strategy.

How should they go about accomplishing the task whilst adhering to best practices?

(Choose 2 answers)

- a) Create an in-store SMS campaign that offers a discount for opting-in.
- b) Require customers to provide their email address when calling customer service.
- c) Have customers opt in to email before they can shop online.
- d) Ask for an email address when a customer makes a purchase in-store.

Answer: a, d

Question: 10

In which two ways can a company avoid having their emails blocked by ISPs or be marked as spam by customers in accordance with CAN-SPAM compliance?

(Choose 2)

- a) Use animated emojis in subject lines to draw the eye.
- b) Include a physical mailing address of the company.
- c) Use a clear "From" name that is easily recognized.
- d) Include a "Contact us" link in the footer.

Answer: b, c

Study Guide to Crack Salesforce Marketing Cloud Email Specialist MCES Exam:

- Getting details of the MCES syllabus, is the first step of a study plan. This pdf is going to be of ultimate help. Completion of the syllabus is must to pass the MCES exam.
- Making a schedule is vital. A structured method of preparation leads to success. A candidate must plan his schedule and follow it rigorously to attain success.
- Joining the Salesforce provided training for MCES exam could be of much help. If there is specific training for the exam, you can discover it from the link above.
- Read from the MCES sample questions to gain your idea about the actual exam questions. In this PDF useful sample questions are provided to make your exam preparation easy.
- Practicing on MCES practice tests is must. Continuous practice will make you an expert in all syllabus areas.

Reliable Online Practice Test for MCES Certification

Make VMExam.com your best friend during your Salesforce Marketing Cloud Email Specialist exam preparation. We provide authentic practice tests for the MCES exam. Experts design these online practice tests, so we can offer you an exclusive experience of taking the actual MCES exam. We guarantee you 100% success in your first exam attempt if you continue practicing regularly. Don't bother if you don't get 100% marks in initial practice exam attempts. Just utilize the result section to know your strengths and weaknesses and prepare according to that until you get 100% with our practice tests. Our evaluation makes you confident, and you can score high in the MCES exam.

Start Online practice of MCES Exam by visiting URL

<https://www.vmexam.com/salesforce/mces-salesforce-marketing-cloud-email-specialist>