Salesforce MCES Study Guide PDF

GRAB THE SALESFORCE MARKETING CLOUD EMAIL SPECIALIST CERTIFICATION PDF QUESTIONS & ANSWERS

Exam Summary – Syllabus –Questions

MCES

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

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Table of Contents

Get an Overview of the MCES Certification:

Who should take the **MCES exam**? This is the first question that comes to a candidate's mind when preparing for the Marketing Cloud Email Specialist certification. The MCES certification is suitable for candidates who are keen to earn knowledge on the Marketing Cloud and grab their Salesforce Certified Marketing Cloud Email Specialist. When it is about starting the preparation, most candidates get confused regarding the study materials and study approach. But MCES study guide PDF is here to solve the problem. MCES PDF combines some effective sample questions and offers valuable tips to pass the exam with ease.

Why Should You Earn the Salesforce MCES Certification?

There are several reasons why one should grab the MCES certification.

- The Marketing Cloud Email Specialist certification proves to be one of the most recognized certifications.
- The certification badge proves the knowledge of the candidate regarding subject matters and makes his resume presentable to potential candidates.
- Thus earning the **Salesforce Certified Marketing Cloud Email Specialist** is a powerful qualification for a prosperous career.

What Is the Salesforce MCES Marketing Cloud Email Specialist Certification Exam Structure?

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**

Enhance Knowledge with MCES Sample Questions:

Question: 1

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: 2

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: 3

A company would like to use another way to uniquely identify it's 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: 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

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: 6

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: 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 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: 9

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

Question: 10

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

What Study Guide Works Best in Acing the Salesforce MCES Marketing Cloud Email Specialist Certification?

The MCES study guide is a combination of some proven study tips and the combination of all valuable study materials like sample questions, syllabus and practice tests in one place.

Explore the Syllabus Topics and Learn from the Core:

If you are determined to earn success in the Marketing Cloud Email Specialist exam, getting in full touch of the **syllabus** is mandatory. During preparation, you might not like all syllabus sections or topics, but try to get at least the fundamental knowledge from the sections you don't like. The more you possess knowledge on all syllabus sections, the more is the chance to attempt maximum number of questions during the actual exam.

Make Your Schedule:

Studying and completing the syllabus becomes easier, if you work on the syllabus topics after making a schedule. Your syllabus must mention what areas you want to cover and within what time. Once you make a schedule and follow it regularly, syllabus completion becomes easier and preparation becomes smoother.

Get Expert Advice from the Training:

Do not forget to join the Salesforce MCES training if it is providing any. Training enhances the practical knowledge of a candidate, which helps them to work well in the practical field during projects.

Get Access to the PDF Sample Questions:

If your study material is in a **PDF format** or the materials are mobile-friendly, what could be better than that? Get access to the free sample questions and keep enhancing your knowledge beyond the syllabus.

Avoid Dumps and Utilize the Salesforce MCES Practice Test:

Why should you rely on practice tests? The reason is simple: you must get familiar with the exam pattern before reaching the exam hall. An aspirant aware of the exam structure and time management during the exam preparation can perform well in the actual exam and attempt the maximum number of questions during the exam.

Many aspirants prefer to read from dumps, but they miss out on the self assessment method. Therefore, MCES practice tests always stand out to be the better choice than dumps PDF.

Avail the Proven MCES Practice Test for Success!!!

Do you want to pass the MCES exam on your first attempt? Stop worrying; we, VMExam.com are here to provide you the best experience during your Salesforce Marketing Cloud Email Specialist preparation. Try out our free mock tests to get a glimpse of our quality study materials, and build your confidence with the premium **MCES practice tests**. Our expert-designed questions help you to improve performance and pass the exam on your first attempt.