



Salesforce MCES

**Salesforce Marketing Cloud Email Specialist
Certification Questions & Answers**

Get Instant Access to Vital
Exam Acing Materials |
Study Guide | Sample
Questions | Practice Test

MCES

[Salesforce Certified Marketing Cloud Email Specialist](#)

60 Questions Exam – 67% Cut Score – Duration of 90 minutes



Table of Contents:

Discover More about the MCES Certification	2
Salesforce MCES Marketing Cloud Email Specialist Certification Details:	2
MCES Syllabus:	3
Broaden Your Knowledge with Salesforce MCES Sample Questions:	4
Avail the Study Guide to Pass Salesforce MCES Marketing Cloud Email Specialist Exam:	7
Career Benefits:	7

Discover More about the MCES Certification

Are you interested in passing the Salesforce MCES exam? First discover, who benefits from the MCES certification. The MCES is suitable for a candidate if he wants to learn about Salesforce Marketer. Passing the MCES exam earns you the Salesforce Certified Marketing Cloud Email Specialist title.

While preparing for the MCES exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The MCES PDF contains some of the most valuable preparation tips and the details and instant access to useful [MCES study materials just at one click](#).

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	Kryterion Webassessor
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%

Section	Objectives	Weight
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%

Broaden Your Knowledge with Salesforce MCES Sample Questions:

Question: 1

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: 2

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: 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

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: 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

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: 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

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: 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

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

Avail the Study Guide to Pass Salesforce MCES Marketing Cloud Email Specialist Exam:

- Find out about the MCES syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.
- Once you are done exploring the [MCES syllabus](#), it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.
- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.
- The candidate should not miss out on the scope to learn from the MCES training. Joining the Salesforce provided training for MCES exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the [MCES sample questions](#) and boost your knowledge
- Make yourself a pro through online practicing the syllabus topics. MCES practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.

Career Benefits:

- Passing the MCES exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

Here Is the Trusted Practice Test for the MCES Certification

VMExam.Com is here with all the necessary details regarding the MCES exam. We provide authentic practice tests for the MCES exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on VMExam.Com for rigorous, unlimited two-month attempts on the **MCES practice tests**, and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Salesforce Certified Marketing Cloud Email Specialist.

Start Online practice of MCES Exam by visiting URL

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