



Certification Exam Guide

# SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST

Summer '18

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## **ABOUT THE SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST CREDENTIAL**

The Salesforce Certified Marketing Cloud Email Specialist credential is designed for individuals who want to demonstrate their knowledge, skills, and experience in the following areas: email marketing best practices, message design, subscriber and data management, inbox delivery, email automation, and tracking and reporting metrics within the Marketing Cloud Email application.

## SECTION 1. PURPOSE OF THIS EXAM GUIDE

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified Marketing Cloud Email Specialist exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

## SECTION 2. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST

The Salesforce Certified Marketing Cloud Email Specialist has experience using the Salesforce Marketing Cloud Email application tools in executing both tactical and strategic email campaigns. This user knows how to build email marketing campaigns utilizing a content system, segmentation, automation, tracking, and analytics to make data-driven decisions to optimize their email campaigns. The Email Specialist is also able to troubleshoot and solve basic Marketing Cloud-specific issues.

The Salesforce Certified Marketing Cloud Email Specialist generally has six months to a year of experience utilizing the Marketing Cloud Email application and associated tools.

The Salesforce Certified Marketing Cloud Email Specialist candidate has an awareness of marketing terminology and best practices and has the experience, skills, and knowledge to:

- Build email marketing campaigns utilizing the various tools within Email Studio, including Content Builder.
- Build relational data models.
- Send emails using email application sending methods.
- Build complex email automations.
- Create reports of email tracking data.
- Invest time in studying the resources listed in this Exam Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to know HTML, JavaScript, CSS, or how to design or how to develop custom API Integrations. A candidate is also not expected to have an in-depth knowledge of Marketing Cloud Server Side Scripting Language Syntax (AMPscript, GTL, SSJS).

## SECTION 3. ABOUT THE EXAM

The Salesforce Certified Marketing Cloud Email Specialist exam has the following characteristics:

- Content: 60 multiple-choice/multiple-select questions\* (5 unscored questions will be added)
- Time allotted to complete the exam: 90 minutes (time allows for unscored questions)
- Passing Score: 65%
- Registration fee: USD 200, plus applicable taxes as required per local law
- Retake fee: USD 100, plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam
- Prerequisite: None required; Email Essentials (EEB101) course attendance is highly recommended (Content Builder is covered in this course).
- Content Builder Essentials for the Digital Marketer (EML101) course attendance is highly recommended only for those candidates who have not taken EEB101 or who do not have a strong understanding of Content Builder (new adopters).

\*Please note that as of November 16, 2017, all Salesforce certification exams will contain five additional, randomly placed, unscored questions to gather data on question performance. The duration of each exam has been evaluated and adjusted to accommodate the inclusion of the unscored questions. These five questions will be in addition to the 60 scored questions on your exam, and will have no impact whatsoever on your score.

## SECTION 4. RECOMMENDED TRAINING AND REFERENCES

As preparation for this exam, Salesforce recommends a combination of: hands-on experience, training course completion, Trailhead trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

To access the most comprehensive training list, download a copy of our Salesforce Guide to Certification available [here](#).

To enroll in instructor-led courses and launch online training from your Salesforce application, click the **Help & Training** link in the upper right corner of the screen (requires login) and search for the desired courses. Non-Salesforce customers can register for instructor-led courses [here](#).

Instructor-Led Training recommended for this exam:

- Instructor-led course: Email Essentials (EEB101)
- Virtual instructor-led course: Content Builder Essentials for the Digital Marketer (EML101) – recommended only if EEB101 has not been taken

To review online Documentation, Tip Sheets, and User Guides – search for the topics listed in the Exam Outline section of the exam guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**.

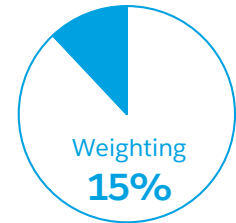
Trailhead trails can be accessed [here](#).

## SECTION 5. EXAM OUTLINE

The Salesforce Certified Marketing Cloud Email Specialist exam measures a candidate's knowledge and skills related to the following objectives listed below. A candidate should have hands-on experience with the Marketing Cloud Email application and demonstrate the knowledge and use of each of the features/functions below.

### EMAIL MARKETING BEST PRACTICES

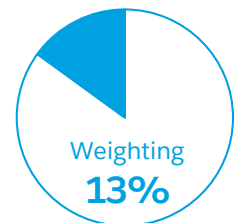
- Given a customer scenario, evaluate elements and techniques of email marketing to design an effective email campaign.
- Given a customer scenario, recognize situations where legal compliance may be an issue during an email campaign.
- Given a customer scenario, differentiate elements of an email that can impact message deliverability.
- Given a customer scenario, demonstrate appropriate and effective subscriber acquisition methodologies.
- Given a customer scenario, apply best practices of communicating with a population.



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### EMAIL MESSAGE DESIGN

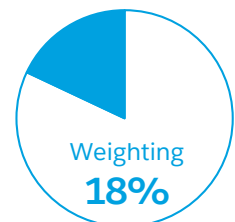
- Given a customer scenario, recommend email design best practices to implement.
- Given the desired output functionality, recommend methods for creating responsive emails.
- Given the desired output requirements, recommend strategies to A/B test email elements.
- Given a desired sending process, recommend Marketing Cloud tools to use when preparing an email for send.
- Given an email message design, determine the correct use of Approvals.



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### CONTENT CREATION AND DELIVERY

- Given a scenario, create and customize an email message to meet a customer's need.
- Given a scenario, send and deploy an email campaign to meet the customer requirement.
- Given a scenario, know how to manage content needed to deploy a customer's email campaign.
- Describe various send capabilities in the Email application.





## MARKETING AUTOMATION

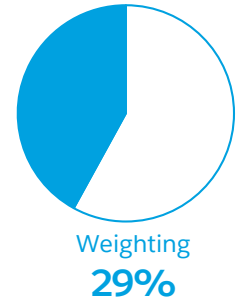
- Given a customer scenario, recommend the appropriate marketing automation solution.
- Given a scenario to manage customer data, configure the appropriate marketing automation tools.



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## SUBSCRIBER AND DATA MANAGEMENT

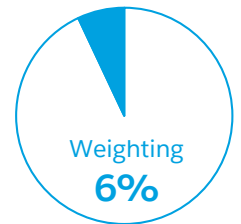
- Given the desired output requirements, setup Subscriber Lists and Data Extensions in the Marketing Cloud.
- Given a customer's business requirements, determine how to import data into Marketing Cloud as per best practices.
- Given a customer's business requirements, configure segmentation tools to accurately model subscribers and data.
- Given a customer scenario, recommend the marketing unsubscribe subscription management solution that meets the requirement based on customer frequency, permission, and preferences.



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## TRACKING AND REPORTING

- 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 need to run reports, configure and run Marketing Cloud adhoc and automated reports



## SECTION 6. SAMPLE EXAM QUESTIONS

The following questions are representative of those on the Salesforce Certified Marketing Cloud Email Specialist exam. These questions are not designed to test your readiness to successfully complete the certification exam, but should be used to become familiar with the types of questions on the exam. The actual exam questions may be more or less difficult than the questions below.

1. The Northern Trail Outfitters product clearance sale email contains many items with similar product URLs.

Which feature within the standard email editor can be used to provide descriptive text that is displayed when the email viewer hovers over each link?

*Choose one answer*

- A. Link Help Text
- B. Link Conversion Tracking
- C. Link Title
- D. Link Tracking Alias

2. Which statement defines Primary Key?

*Choose one answer*

- A. A unique value that identifies a specific row in a data extension.
- B. A unique value that identifies the data extension with an API call.
- C. A unique value that allows an email address to be included multiple times.
- D. A unique value that imports data to a standard data extension.

3. When the number of subscribers exceeds one million records, which data model is preferred?

*Choose one answer*

- A. Lists
- B. Data Extensions
- C. Data Filters
- D. Groups

4. 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*

- A. Content Builder
- B. Content Detective
- C. Inbox Preview
- D. Triggered Send

## SECTION 7. ANSWERS TO SAMPLE EXAM QUESTIONS

1. C
2. A
3. B
4. B

## SECTION 8. MAINTAINING A CERTIFICATION

One of the benefits of holding a Salesforce credential is always being up to date on new product releases. Our release exams are designed to ensure you have the latest information you need to be a successful Salesforce Certified expert.

Bookmark these useful resources for maintaining your credentials:

- [Maintenance Exam Due Dates](#)
- [Credential Status Request Overview](#)
- [Overall Maintenance Requirements](#)

**Don't let your hard-earned credential expire!** Once you earn the credential, if you do not complete all maintenance requirements by the due date, your credential will expire, or in some cases, become suspended. For more information, click [here](#).

### ABOUT TRAILHEAD

Trailhead is your path into the Salesforce economy. It's the fun way to learn the skills you need to transform your company, earn credentials that grow your career, and connect with a global movement of Trailblazers to continue learning together.

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The fun way to  
learn Salesforce

#### LEARN

Learn at your own pace, from our experts, and your peers.

#### EARN

Earn points, badges, and skill-based credentials that grow your resume.

#### CONNECT

Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

#### CONTACT US

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