



**Salesforce Certified Marketing Cloud Email
Specialist
Study Guide**
Winter '16

Contents

SECTION 1. PURPOSE OF THIS STUDY GUIDE.....	1
SECTION 2. ABOUT THE SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST CREDENTIAL.....	1
SECTION 3. AUDIENCE DESCRIPTION: SALESFORCE CERTIFIED MARKETING CLOUD EMAIL SPECIALIST.....	1
SECTION 4. ABOUT THE EXAM	2
SECTION 5. RECOMMENDED TRAINING AND REFERENCES.....	2
SECTION 6. EXAM OUTLINE	2
SECTION 7. SAMPLE EXAM QUESTIONS.....	4
SECTION 8. ANSWERS TO SAMPLE EXAM QUESTIONS	6
SECTION 9. MAINTAINING A CERTIFICATION.....	6

Section 1. Purpose of this Study Guide

This study 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. 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, tracking and reporting metrics, Marketing Cloud administration, and external integrations with the Marketing Cloud Email application.

Section 3. 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, incorporating different tools such as content areas, portfolio, segmentation, automation, tracking and analytics to make data driven decisions to optimize their email campaigns. The Salesforce Certified Marketing Cloud Email Specialist is also able to troubleshoot and solve basic platform 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 the experience, skills, and knowledge outlined below:

- Has an awareness of email marketing terminology and best practices
- Has the ability to build email marketing campaigns utilizing the various tools within the Email application
- Has the ability to build relational data models
- Has the ability to send a emails using email application sending methods
- Has the ability to build complex email automations
- Has the ability to run reports of email tracking data
- Has invested time in studying the resources listed in this Study Guide and the additional required study materials provided by Salesforce.

A candidate for this exam is not expected to know HTML, JavaScript, or CSS, how to design or how to develop custom API Integrations, or know the Pardot Marketing Automation tool.

Section 4. About the Exam

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

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 90 minutes
- Passing Score: 60%
- Registration fee: 200 USD; Retake fee: 100 USD
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment
- References: No hard-copy or online materials may be referenced during the exam
- There is no prerequisite. Email Essentials (EEB101) course attendance is highly recommended.
- Results: Provided immediately after exam submission as on-screen text and by email

Section 5. Recommended Training and References

As preparation for this exam, Salesforce University recommends a combination of: hands-on experience using the Marketing Cloud Email application; training course completion; and self-study in the areas listed in the Exam Outline section of this study guide.

Salesforce University recommends the following instructor-led and online courses, and other resources to guide your study:

- Instructor-led course: Email Essentials (EEB101)
- Book: *Email Marketing Rules* by Chad White
- Help & Training and 3Sixty OnDemand Email-related courses

Enroll in instructor-led courses and launch online training from your Salesforce application by clicking the **Help & Training** link in the upper right corner of the screen (requires login) and searching for the desired courses listed above. Marketing Cloud customers can link to Documentation, 3Sixty, and Salesforce Help & Training under Welcome in the upper right corner of the screen in their Marketing Cloud account (requires login). Non-Salesforce customers can register for instructor-led courses here:

<http://www.Salesforce/training>.

In addition, Salesforce University recommends reviewing online Documentation, Tip Sheets, and User Guides by searching for the topics listed in the Exam Outline section of the study guide and studying the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through **Help & Training**. Documentation is also available online here: help.exacttarget.com.

Section 6. Exam Outline

The Salesforce Certified Marketing Cloud Email Specialist exam measures a candidate's knowledge and skills related to the 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.

Objective	Weighting
Email Marketing Best Practices	12%
Identify the elements that make an email message effective.	
Describe global legal compliance guidelines.	
Identify ways to improve deliverability.	

Objective	Weighting
Explain acquisition methods to allow potential subscribers to opt-in.	
Identify best practices for interacting with potential and active subscribers.	
Email Message Design	15%
Describe email design best practices.	
Explain how to create an email using Responsive Design in the email application.	
Explain A/B testing best practices to test different email elements to drive results.	
Describe the available tools to prepare and send an email.	
Explain how approvals work in the Email application.	
Content Creation and Delivery	18%
Explain various ways to customize email messages.	
Given a scenario, identify the optimal ways to customize an email message.	
Describe the available tools to construct email messages.	
Explain the differences between Simple Send, Guided Send, and User-Initiated Send Definition.	
Given a scenario, identify the appropriate send method.	
Describe various send capabilities in the Email application.	
Describe how Send Classifications, Delivery Profiles, and Sender Profiles are used.	
Marketing Automation	5%
Given a scenario, explain which automation tool to use.	
Describe the capabilities of Automation Studio.	
Subscriber and Data Management	42%
Compare and contrast Lists and Data Extensions and describe when to use them.	
Describe profile attributes, including Preview Profile Center.	
Given a scenario, describe the relationship between Subscriber Key, Primary Key, Send Relationship, and All Subscribers.	
Given a scenario, describe the ramifications of various settings when creating a Data Extension.	
Describe what happens when one unsubscribes from Lists vs. Data Extensions.	
Explain how unsubscribe works in each Marketing Cloud Edition.	
Describe the differences between a global unsubscribe and a master unsubscribe.	
Identify the ways to import, including Import Wizard, API, and Import Activity.	
Given a scenario, explain the optimal way to import data using the user interface vs. using the API.	
Given a scenario, explain when to use tools to segment data.	
Describe how to refresh segments manually vs. using automation.	
Describe how to use behavioral data to segment data.	
Explain how data relationships work and their use cases.	
Explain sharing data across business units.	
Tracking and Reporting	7%
Explain email analytics terminology.	
Analyze individual email performance.	
Given a scenario, describe the reporting functionality and capabilities.	
External Email Integrations	1%
Identify where to find information or help on APIs and the Marketing Cloud Connector.	

Section 7. Sample Exam Questions

The following questions are representative of those on the Salesforce Certified Marketing Cloud 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. A marketing associate wants to ensure that an email will be delivered to subscribers' inboxes.

Which tool can the associate use to scan the subject line and body of the email message for words and phrases that would be flagged by spam filters?

Choose 1 answer.

- A. Content detective
- B. Email validation
- C. Pre-header
- D. Send preview

2. 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 1 answer.

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

3. What is a true statement about Automation Studio?

Choose 1 answer.

- A. A workflow is comprised of steps, and within each step are activities.
- B. When multiple activities are in a single step, the activities are executed one at a time.
- C. Activities supported in Automation Studio must first be defined in the Email Application.
- D. There is a limit to the number of activities and steps that can be placed in a workflow.

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

Choose 1 answer.

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

5. Where can a filtered data extension be manually refreshed?

Choose 2 answers.

- A. Data extension folder listing
- B. Send email wizard
- C. User-initiated send definition
- D. Data extension details page

Section 8. Answers to Sample Exam Questions

1. A
2. C
3. A
4. B
5. A, D

Section 9. Maintaining a Certification

Successful completion of online, release-specific Salesforce Certified Marketing Cloud Email Specialist exams is required to maintain this credential. Release exams are published once per year.

The initial cost of the certification includes the Salesforce Certified Marketing Cloud Email Specialist exam plus one online release exam. In subsequent years, a maintenance fee of \$100 will be charged when registering for every release exam, to keep the certification current for the following year. The maintenance fee includes the maintenance exam and access to the supporting training material. Salesforce Certified professionals will be notified automatically when new release training material and exams become available.