**Working with the Email Sender Authentication Package**

<https://help.salesforce.com/s/articleView?id=mktg.mc_es_sender_authentication_package.htm&type=5>

**Enterprise 2.0 Overview**

<https://help.salesforce.com/s/articleView?id=mktg.mc_es_enterprise_20_overview.htm&type=5>

**Enterprise 2.0 Shared Items**

<https://help.salesforce.com/s/articleView?id=mktg.mc_es_shared_items.htm&type=5>

**Reply Mail Management for Marketing Cloud Email**

<https://help.salesforce.com/articleView?id=mc_es_reply_mail_management.htm&type=5>

**Salesforce Certified Marketing Cloud Email Specialist** Exam Guide

<https://trailhead.salesforce.com/help?article=Salesforce-Certified-Marketing-Cloud-Email-Specialist-Exam-Guide>  
  
**Reply Mail Management for Email Studio**  
<https://help.salesforce.com/s/articleView?id=mktg.mc_es_reply_mail_management.htm&type=5>

**Contact Builder in Marketing Cloud Engagement**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_cab\_contact\_builder.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_cab_contact_builder.htm&type=5)

**Data Views**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_as\_data\_views.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_as_data_views.htm&type=5)

**SQL Reference**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_as\_sql\_reference.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_as_sql_reference.htm&type=5)

**marketing-content-creation**

[**https://trailhead.salesforce.com/content/learn/modules/marketing-content-creation**](https://trailhead.salesforce.com/content/learn/modules/marketing-content-creation)

**Content Builder Support File Types**[**https://help.salesforce.com/s/articleView?id=mktg.mc\_ceb\_supported\_file\_types.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_ceb_supported_file_types.htm&type=5)

**Personalization Strings in Email Studio**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_es\_available\_personalization\_strings.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_es_available_personalization_strings.htm&type=5)

**Email Client Support for Default Templates**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_ceb\_email\_client\_support.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_ceb_email_client_support.htm&type=5)

[**https://trailhead.salesforce.com/content/learn/modules/personalized-email-marketing?\_ga=2.231306655.1073635036.1753417023-414030901.1753124695**](https://trailhead.salesforce.com/content/learn/modules/personalized-email-marketing?_ga=2.231306655.1073635036.1753417023-414030901.1753124695)

**Email Deliverability Best Practices**[**https://help.salesforce.com/s/articleView?id=mktg.mc\_es\_email\_deliverability\_best\_practices.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_es_email_deliverability_best_practices.htm&type=5)

**Bounce Mail Management**[**https://help.salesforce.com/s/articleView?id=mktg.mc\_es\_bounce\_mail\_management.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_es_bounce_mail_management.htm&type=5)

**CAN-SPAM Requirements**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_es\_can\_spam\_requirements.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_es_can_spam_requirements.htm&type=5)

**Get Started with Content Builder Approvals**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_ceb\_get\_started\_with\_approvals.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_ceb_get_started_with_approvals.htm&type=5)

**Optimize Journey Builder Performance**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_jb\_optimize\_sending\_in\_journey\_builder.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_jb_optimize_sending_in_journey_builder.htm&type=5)

**Automation Studio Activities**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_as\_using\_automation\_studio\_activities.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_as_using_automation_studio_activities.htm&type=5)

**File Locations (includes information about Safehouse)**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_overview\_file\_locations.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_overview_file_locations.htm&type=5)

**Email Studio Reports in Analytics Builder**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_re\_email\_studio\_reports.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_re_email_studio_reports.htm&type=5)

**Journey Builder Reports in Analytics Builder**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_re\_journey\_builder\_reports.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_re_journey_builder_reports.htm&type=5)

**Best Practices for Data Extensions and Query Activities**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_as\_optimize\_the\_query\_activity.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_as_optimize_the_query_activity.htm&type=5)

**Optimize Journey Builder Performance**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_jb\_optimize\_sending\_in\_journey\_builder.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_jb_optimize_sending_in_journey_builder.htm&type=5)

**Contact Builder Best Practices**

[**https://help.salesforce.com/s/articleView?id=mktg.mc\_cab\_contact\_builder\_best\_practices.htm&type=5**](https://help.salesforce.com/s/articleView?id=mktg.mc_cab_contact_builder_best_practices.htm&type=5)

**Access the Exam Guide**

[**https://trailhead.salesforce.com/help?article=Salesforce-Certified-Marketing-Cloud-Email-Specialist-Exam-Guide**](https://trailhead.salesforce.com/help?article=Salesforce-Certified-Marketing-Cloud-Email-Specialist-Exam-Guide)