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QUESTION 1

A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

- A. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
- B. Configure to return an error message for any email address that does not conform to standard conventions.
- C. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
- D. Create a doubleopt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Correct Answer: B

QUESTION 2

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers. What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Use a substitution string to populate a subscriber's name in the subject line.
- B. Use a substitution string to populate a photo of the subscriber in the header of the email.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

Correct Answer: AD

QUESTION 3

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form, NTO would like to require email address and reply date and response for subscriber's completing the form, how should NTO will set the data extension?

- A. create a data extension with email address, reply date and response fields as non-null able
- B. crate a data extension with email address reply date and responsefields as null able
- C. create the data extension with email address as the primary key and reply date and response fields as nullable
- D. create a dataextension with email address as non-nullable and reply date and response fields as nullable

Correct Answer: A

QUESTION 4

The website team at Northern Trail Outfitters has noticed performance issues on the site when the marketing team sends promotional emails. What should the marketer do to prevent this problem?

- A. Use Einstein Frequency Split in Journey Builder
- B. Segment email sends by domain.
- C. Configure Send Throttling.

Correct Answer: C

QUESTION 5

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Use Query Activities
- B. Use Drag and Drop Segmentation to create data filters
- C. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- D. Use Drag and Drop Segmentation to create data filters, and the use Filter activities

Correct Answer: CD

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