

# Latest Marketing-Cloud-Email-Specialist Exam Torrent Must Be a Great Beginning to Prepare for Your Exam - ITExamSimulator



## Salesforce Marketing-Cloud-Email-Specialist Certification Exam Overview:

Acquiring a Marketing Cloud Email Specialist certification is many people's dream. Yet still, so little people are daring enough to register for the certification process. Not only because it is expensive, but also because there is a risk of failing the Marketing-Cloud-Email-Specialist exam that you can't simply ignore. Everybody knows that a Marketing Cloud Email Specialist certification exam is so difficult to pass. The most common reason for people's failure is because they did not know how to prepare their battle right. So here it is what you need to avoid such tragedy: **ExamsGeek** preparatory package for the **Marketing-Cloud-Email-Specialist questions** for the certification exam. Based on the feedback of more than 90,000 experienced consultants, our Marketing Cloud Email Specialist Marketing-Cloud-Email-Specialist exam questions will help you with your first step to success.

### Full Information about Our Salesforce Marketing-Cloud-Email-Specialist Exam:

- **Vendor:** Salesforce
- **Certification Name:** Marketing Cloud Email Specialist
- **Certification Short Name:**
- **Exam Code:** Marketing-Cloud-Email-Specialist
- **Exam Name:** Marketing Cloud Email Specialist
- **Exam Version:**
- **Exam Level:**
- **Number of Questions:** 161
- **Exam Duration:**

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### Salesforce Certified Marketing Cloud Email Specialist Sample Questions (Q105-Q110):

#### NEW QUESTION # 105

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out. What can be inferred about this email?

- A. The email is commercial and not required to contain an opt-out link.
- B. The subscriber can mark the email to signify it is spam
- **C. The email is transactional and not required to contain an opt-out link.**
- D. The subscriber can reply with 'opt out' in the email body to be removed.

**Answer: C**

#### NEW QUESTION # 106

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Parameter Management
- **B. Reply Mail Management**
- C. Publication Lists

**Answer: B**

Explanation:

Reference: Salesforce Marketing Cloud Documentation on Reply Mail Management

#### NEW QUESTION # 107

A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. They would like to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

- A. Automation Studio and Journey Builder
- **B. Journey Builder and Email Studio**
- C. Automation Studio and Content builder
- D. Email Studio and Audience Builder

**Answer: B**

#### NEW QUESTION # 108

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

- A. Include Subscriber key and Email address field as primary key.
- B. Select the Use for triggered send' checkbox.
- C. Create from template and choose triggered Send Data Extension template.

**Answer: C**

#### **NEW QUESTION # 109**

A retailer has been gathering emails address in a store by asking customers to enter their email address at checkout to receive promotional emails, upon sending to these addresses many bouncebecause they are not valid, themarketing team would like to implement anacquisition strategy to address this, which strategy should be used

- A. website sign on
- B. double opt in
- C. single opt in
- D. list detectives

**Answer: B**

#### **NEW QUESTION # 110**

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Our society needs to various comprehensive talents, rather than a man only know the book knowledge but not understand the applied to real bookworm, therefore, we need to get the Marketing-Cloud-Email-Specialist certification, obtain the corresponding certifications. What a wonderful news it is for everyone who wants to pass the certification exams. There is a fabulous product to prompt the efficiency--the Marketing-Cloud-Email-Specialist Exam Prep, as far as concerned, it can bring you high quality learning platform to pass the variety of exams.

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