



VCE & PDF

GeekCert.com

<https://www.geekcert.com/marketing-cloud-email-specialist.html>  
2024 Latest geekcert MARKETING-CLOUD-EMAIL-SPECIALIST PDF and VCE  
dumps Download

---

# MARKETING-CLOUD-EMAIL-SPECIALIST<sup>Q&As</sup>

Salesforce Certified Marketing Cloud Email Specialist

**Pass Salesforce MARKETING-CLOUD-EMAIL-SPECIALIST Exam with 100% Guarantee**

Free Download Real Questions & Answers **PDF** and **VCE** file from:

<https://www.geekcert.com/marketing-cloud-email-specialist.html>

100% Passing Guarantee  
100% Money Back Assurance

Following Questions and Answers are all new published by Salesforce  
Official Exam Center



VCE & PDF

GeekCert.com

<https://www.geekcert.com/marketing-cloud-email-specialist.html>  
2024 Latest geekcert MARKETING-CLOUD-EMAIL-SPECIALIST PDF and VCE  
dumps Download

- ⚙️ **Instant Download** After Purchase
- ⚙️ **100% Money Back** Guarantee
- ⚙️ **365 Days** Free Update
- ⚙️ **800,000+** Satisfied Customers





### QUESTION 1

Northern Trail Outfitters (NTO) wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to make sure the emails are reviewed before approval. What feature should they employ?

- A. Standard Workflow Approval
- B. Two-Step Workflow Approval
- C. Content Detective
- D. Preview Tab

Correct Answer: A

The Standard Workflow Approval allows the marketing team to implement a review process before approving dynamic emails created by partners. When a partner submits a dynamic email for approval, it goes through a standard approval process. The email is reviewed and approved by designated team members, ensuring it meets branding, content guidelines, and other quality standards.

With the Standard Workflow Approval, the marketing team can ensure that emails created by partners are thoroughly reviewed and approved before being sent to subscribers, helping to maintain consistency, compliance, and quality in the email campaigns.

---

### QUESTION 2

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation. What is the best option for the NTO to use in order to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

Correct Answer: B

---

### QUESTION 3

A marketer would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

- A. Send Email
- B. Guided Send
- C. Send Preview
- D. Test Send



---

Correct Answer: A

---

#### QUESTION 4

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 5 business days
- B. 30 calendar days
- C. 10 business days
- D. 24 hours

Correct Answer: C

Reference: <https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

---

#### QUESTION 5

Northern Trail Outfitters (NTO) sent an email with a Conversion Tracking Link that links to a promotion page in the NTO website. How can the marketing team review conversions for a specific email send?

- A. Run a Conversion Report for this tracking link
- B. View Conversions tab of the email send's tracking page
- C. Select Conversion Data from the Tracking menu
- D. Create a Query Activity using Conversions Data View

Correct Answer: B

[MARKETING-CLOUD-  
EMAIL-SPECIALIST PDF  
Dumps](#)

[MARKETING-CLOUD-  
EMAIL-SPECIALIST VCE  
Dumps](#)

[MARKETING-CLOUD-  
EMAIL-SPECIALIST  
Practice Test](#)