

Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)



NEW QUESTION 1

Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

- A. Lists
- B. Data Extensions
- C. Lists and Data Extensions
- D. Active Audiences

Answer: B

NEW QUESTION 2

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Choose the appropriate date format.
- B. Name the new import definition.
- C. Map the attributes in the file.
- D. Select the delimiting character.

Answer: C

NEW QUESTION 3

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation. Which tool should a team with no SQL knowledge or support use?

- A. Predictive Email
- B. Scheduled Email Sends
- C. Automation Studio
- D. Journey Builder

Answer: D

NEW QUESTION 4

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key in All Subscribers as a Send Relationship. What is a true statement about the email send behavior for any subscriber who currently does NOT exist in All Subscribers? (Choose 2)

- A. The Primary Key and demographic data will be added to All Subscribers
- B. The subscriber will be added to All Subscribers with a status of Active
- C. The email send will fail
- D. The email address and Subscriber Key will be added to All Subscribers

Answer: BD

NEW QUESTION 5

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- C. When a subscriber unsubscribes from a list in the Subscription Center
- D. When a subscriber unsubscribes from all emails sent from an account

Answer: D

NEW QUESTION 6

Northern Trail Outfitters wants to test five different welcome email paths in Journey Builder. After seven days, they want to send all new journey entrants along the path with the greatest click-through rate. How could these criteria be met?

- A. Use Path Optimizer, select Click Rate as the winner evaluation, and select 7 days as the engagement monitor
- B. Use Engagement Split, select Clicks on the Message Metrics, and add a Wait By Duration of 7 days
- C. Use Random Split, create 5 Paths with equal distribution, add an Email and Wait By Duration of 7 days
- D. Use Decision Split, select Journey Data for the path criteria, and revisit the journey 7 days after activating

Answer: B

NEW QUESTION 7

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

Answer: B

NEW QUESTION 8

The marketing team at Northern TrailOutfitters (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.

Answer: BC

NEW QUESTION 9

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder?
Choose 3 answers

- A. Create a folder structure prior to importing assets.
- B. Import duplicate copies of content for different messages or groups.
- C. Establish a naming convention optimized for search.
- D. Review permissions and roles for users accessing Content Builder.
- E. Focus on creating and importing content for one primary channel.

Answer: ACD

NEW QUESTION 10

Which two subscriber audiences can be created by using Measures in a Data Filter. Choose 2 Answers

- A. Subscriber within a 30-miles radius of a zip code
- B. Subscribers who have submitted spam complaints in the last week
- C. Subscriber who have opened an email in the past 30 days
- D. Subscriber who have not clicked in the past three months

Answer: CD

NEW QUESTION 10

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

Answer: A

NEW QUESTION 12

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email. How should a marketer accomplish this task without compromising the email content?

- A. Create a list composed of the management team, prepend Test" to the Subject, and use the Send Flow to send the email to the list.
- B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- C. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Answer: C

NEW QUESTION 14

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Attribute, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Preferences, Value, Operator, Lists
- D. Customers, Value, Operator, Content

Answer: A

NEW QUESTION 17

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Soft Bounce
- B. Validation Error
- C. Unsubscribed
- D. Hard Bounce

Answer: D

NEW QUESTION 18

Which data model should be used to create a Group?

- A. Active Audiences
- B. Data Filters
- C. Lists
- D. Data Extensions

Answer: C

NEW QUESTION 21

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

- A. Ensure that the data extension contains a primary key
- B. Select the update type Add and Update
- C. Select the update type Overwrite
- D. Select the update type Add Only

Answer: AB

NEW QUESTION 25

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the D18912E1457D5D1DDCBD40AB3BF70D5D correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. FilteredGroup

Answer: BD

NEW QUESTION 26

What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

- A. Any Mailing Address
- B. Physical Mailing Address
- C. A way to Unsubscribe
- D. A link to the sender's website

Answer: BC

NEW QUESTION 30

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

- A. Import Activity
- B. File Transfer Activity
- C. Group Refresh
- D. Query Activity

Answer: D

NEW QUESTION 34

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

Answer: BCD

NEW QUESTION 38

The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.

Which method should the team use to accomplish this goal?

- A. Create a list of inactive subscribers and suppress them from campaigns.
- B. Remove inactive subscribers from the target population.
- C. Create a re-engagement campaign for all subscribers asking to opt-in again.
- D. Create a re-engagement campaign for inactive subscribers asking to opt-in again.

Answer: D

NEW QUESTION 42

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- B. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- C. The subscriber is automatically unsubscribed from the business unit from which the send originated
- D. The subscriber is automatically unsubscribed from the list from which the send originated

Answer: A

NEW QUESTION 46

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions. Which tool can be used to segment the data? (Choose 2)

- A. Drag & Drop Segmentation
- B. Data Extract Activity
- C. Send Definition
- D. Query Activity

Answer: AD

NEW QUESTION 50

Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customers are identified by a unique alphanumeric Customer ID, and Email Address is a required field. How should the data extension be configured?

- A. Customer ID is Primary Key and relates to Subscriber Key
- B. Email Address is Primary Key and relates to SubscriberID
- C. Customer ID is Primary Key and relates to Subscriber ID
- D. Email Address is Primary Key and relates to Subscriber Key

Answer: A

NEW QUESTION 52

After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio. Where should this action be initiated in Marketing Cloud?

- A. Contact Builder > Contacts Configuration
- B. Email Studio > All Subscribers
- C. Administration > Contacts
- D. Contact Builder > All Contacts

Answer: A

NEW QUESTION 53

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email. Which results file format is available for selection when generating this report?

- A. Data File (.csv)
- B. Image File (.jpg)
- C. Word Document (.docx)
- D. Compressed File (.tar.gz)

Answer: A

NEW QUESTION 58

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Send Preview
- B. User-Initiated
- C. Test Send
- D. Guided Send

Answer: B

NEW QUESTION 59

What is a function of the Content Detective tool?

- A. It helps guarantee placement of emails into the inbox
- B. It helps display content in a content box
- C. It helps identify spam triggers in email content and subject lines
- D. It helps track customer traffic generated by content areas within a email

Answer: C

NEW QUESTION 60

Which two subscriber audiences can be created by using Measures in a Data Filter? Choose 2 answers

- A. Subscribers who have opened an email in the past 30 days.
- B. Subscribers within a 30-mile radius of a zip code.
- C. Subscribers who have submitted spam complaints in the last week.
- D. Subscribers who have not clicked in the past three months.

Answer: AD

NEW QUESTION 64

A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension that contains all new subscribers from the previous week. What would the marketer create to automate the send and save time?

- A. A User initiated Email
- B. A Simple Send Email
- C. A recurring Send Schedule via Guided Send
- D. A Transactional Send Classification

Answer: C

NEW QUESTION 67

Which one is NOT an offline tactic for capture email addresses?

- A. Inbound Sales calls
- B. Acquiring email for loyalty programs in store
- C. Request email during checkout
- D. Surveys at the counter
- E. Acquisition associated with a receipt or ticket delivery

Answer: D

NEW QUESTION 68

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Answer: AC

NEW QUESTION 73

A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automation Studio?

- A. Triggered send
- B. Template send
- C. Automated send
- D. Send email

Answer: D

NEW QUESTION 78

What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email? (Choose 2)

- A. The subscriber is unsubscribed from the publication list applied to the send
- B. The subscriber is added to the enterprise global unsubscribe list
- C. The subscriber is deleted completely from the sending account
- D. The subscriber is removed from the List used for the Send

Answer: AD

NEW QUESTION 83

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up. The second email is sent 1 day after the account has been set up to prompt the user to make a purchase. The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions
The brand's marketing team want to send campaign from the data extension.

- A. Create a filter and a data extension key, an interaction and a user-initiated send.
- B. Create a measure and a data filter, a filter activity then use a triggered send.
- C. Create a filter and a data extension key, an interaction and a triggered send.
- D. Create a measure and a data filter, a filter activity then use a guided send.

Answer: D

NEW QUESTION 86

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- A. Import File
- B. Data Extract
- C. SQL Query
- D. Filter

Answer: D

NEW QUESTION 89

Which is a benefit of Quick Send?

- A. Quickly approve Campaign Members for sending.
- B. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.
- C. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D. Quickly send Salesforce emails to leads, contacts, or person accounts.

Answer: B

NEW QUESTION 94

A marketer plans to send a transactional email.

Which three criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose three.)

- A. The subject line contains a promotion to entice the recipient.
- B. The email body presents the transactional content prior to any commercial content.
- C. The email body presents any commercial content prior to the transactional content.
- D. The email confirms a transaction between the recipient and sender.
- E. The subject line is transactional in nature and non-promotional.

Answer: BDE

NEW QUESTION 98

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the AllSubscriber Lists.

- A. The email will be sent to the email address stored on All Subscriber Lists
- B. The email will be sent to the email address stored on Data Extension
- C. The email will be sent to the field marked as the Primary Key
- D. The email will be sent to the subscriber Key on All Subscribers List

Answer: A

NEW QUESTION 101

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

- A. Build email templates with HTML Paste
- B. Ensure the email renders well in mobile apps
- C. Include an unsubscribe button
- D. Segment the email's target audience
- E. Include personalization and dynamic content

Answer: ABE

NEW QUESTION 106

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to other users in the account
- D. The attribute is not available to subscribers on the Profile Center

Answer: D

NEW QUESTION 110

A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

- A. Create an import using the Import Wizard in Automation Studio.
- B. Create an Import Activity and execute it manually.
- C. Create an import using the Import Wizard in the Email Application.
- D. Create an Import Activity to use in a workflow in Automation Studio.

Answer: D

NEW QUESTION 113

A company has set out to increase their subscriber base. They hired a team of marketing consultants to develop an acquisition plan backed by data. What are two effective methods to acquire new subscribers? Choose 2 answers

- A. Require customers to provide their email address when calling customer service.
- B. Create an in-store SMS campaign that offers a discount for opting in.
- C. Have customers opt in to email before they can shop online.
- D. Ask for an email address when a customer makes a purchase in-store.

Answer: BD

NEW QUESTION 117

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day. The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

- A. Opting customers in automatically
- B. Personalized recommendations
- C. Sending multiple emails in one day
- D. Preventing customers from opting out

Answer: B

NEW QUESTION 120

A marketer wants to grow the company's email subscriber list via social channels and its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- A. Provide an opt-in checkbox on the mobile app registration form
- B. Promote content on social channels that requests an email address
- C. Search Facebook fans' profiles for mail addresses
- D. Send unsolicited requests on Twitter to sign up for email

Answer: AB

NEW QUESTION 123

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A. The Customer_ID field in the Data Extension
- B. The Subscriber ID in a System Data View Table
- C. The Email_Address field in the Data Extension
- D. The Email Address Profile Attribute

Answer: A

NEW QUESTION 127

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. SQL Query Activity
- B. Audience Builder
- C. Filters
- D. Send Flow

Answer: C

NEW QUESTION 128

Northern Trail Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

- A. Business Unit Access Permissions
- B. Date/Time Range for Access
- C. Shared Data Extension
- D. User Roles and Permissions

Answer: C

NEW QUESTION 133

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals? Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

Answer: BC

NEW QUESTION 135

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture. Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Refresh the data filter
- B. Add to Data Extension
- C. Send the email via Triggered Send
- D. Add a new subscriber to a list

Answer: BC

NEW QUESTION 140

EXAM Question on templates where there are no technical resources to build responsive web techniques: Explain how to create an email using responsive web techniques, and it's required to render on Mobile.

(Choose 2)

- A. Standard Template with Content boxes
- B. Mobile Design Template with Content Boxes
- C. Mobile Design template
- D. HTML Paste
- E. HTML Paste template with Content Boxes

Answer: AE

NEW QUESTION 144

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension.

How should this new audience be created?

- A. Create a Filter Activity in Automation Studio to combine the two data extensions.
- B. Build a Group based on a Data Filter to combine the two data extensions.
- C. Export both data extensions and import into a new data extension.
- D. Populate a data extension using an SQL Query Activity in Automation Studio.

Answer: C

NEW QUESTION 148

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

- A. Import File Activity > Send Email
- B. Import File Activity > File Transfer Activity > Send Email
- C. File Transfer Activity > Send Email
- D. File Transfer Activity > Import File Activity > Send Email

Answer: D

NEW QUESTION 151

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder. How should these saved items be found in Content Builder?

- A. Create folders and move content
- B. Filter based on content type
- C. Add tags to each piece of content
- D. Rename content to be alphabetical

Answer: A

NEW QUESTION 153

Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

- A. Offer email opt-in when customers create an account
- B. Use incentives such as a discount or free shipping to encourage opt-in
- C. Capture email addresses through the use of browser cookies
- D. Send emails to a purchased list with a request to opt-in

Answer: AB

NEW QUESTION 154

Identify the best practices for interacting with potential and active subscribers. (Choose 3)

- A. Buy email lists
- B. Permission is specific to an address even if you know others.
- C. Opt-in via SMS in not Opt-in via email (And vice versa)
- D. Opt-ins are brand specific, don't share with other brands.
- E. In store loyalty programs

Answer: BCD

NEW QUESTION 155

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Limit the email text to 250 words
- B. Personalize the email content
- C. Segment the audience for the email
- D. Use an infographic email template

Answer: B

NEW QUESTION 156

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Answer: B

NEW QUESTION 159

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, non-sendable data extension named Loyalty Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

- A. Email Address
- B. Loyalty Member Status
- C. Loyalty Member ID
- D. Full Name

Answer: C

NEW QUESTION 162

A marketer at Northern Train Outfitters has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers?

- A. Automatically Opt-in all new customers.
- B. Use explicit Opt-in for any new web Sign-ups.
- C. The customers why they want to receive NTO emails
- D. Set Expectation on send frequency and scheduled
- E. Ask for detailed demographic information

Answer: BCD

NEW QUESTION 163

Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

- A. Subscriber Key
- B. Subscriber Attributes
- C. Primary Key
- D. System Preferences

Answer: A

NEW QUESTION 166

If all subscribers reside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

- A. Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- B. Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C. Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions
- D. Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition

Answer: D

NEW QUESTION 169

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

- A. SQL Query activity
- B. Data Extract activity
- C. Filter activity
- D. Segment activity

Answer: AC

NEW QUESTION 172

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.

Which tool should they use?

- A. List unsubscribe
- B. Profile attributes
- C. Publication lists
- D. Suppression lists

Answer: C

NEW QUESTION 175

An email marketer needs a point and click to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time. What solution meets this specification?

- A. Data Filters
- B. Contact Builder
- C. SQL Query Activity
- D. Audience Builder

Answer: A

NEW QUESTION 179

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used to accomplish this task?

- A. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- B. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- C. Create a Test data extension that contains the five content variations the two team members need to validate.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

Answer: B

NEW QUESTION 180

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech" How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

Answer: B

NEW QUESTION 182

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a database this data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTO's ftp, a proof email is being sent to business stake holders for final approval.

Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and API driven to put the data directly into data extension when any data is changed.

- B. create a schedule automation that runsevery 15 min to import the filemultiple times a day.
- C. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: C

NEW QUESTION 184

Northern Trail Outfitters (NTO) is currently sending out a single welcomeemail when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

- A. A series of A/B tests to determine the number of emails.
- B. Automation Studio with three separate Welcome automations.
- C. Journey Builder using a Random Split with three branches.
- D. Journey Builder using a Decision Split with three branches.

Answer: C

NEW QUESTION 186

An email marketing team has beentasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Preferences, Value, Operator, Lists
- B. Lists, Value, Operator, Images
- C. Customers, Value, Operator, Content
- D. Attribute, Value, Operator, Content

Answer: D

NEW QUESTION 188

A marketer for Northern TrailOutfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions. Which two tools should the marketer use? Choose 2 answers

- A. Personalization Strings
- B. Delivery Profiles
- C. AMPscript Lookup
- D. Sender Profiles

Answer: A

NEW QUESTION 189

Northern TrailOutfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

- A. Engagement Split
- B. Filter Activity
- C. Decision Split
- D. Random Split

Answer: A

NEW QUESTION 191

Where do you click Connect Campaign to associate a campaign with a journey?

- A. Journey Builder
- B. The Campaign Messages component on the campaign record
- C. The Campaign Messages component on the Lead or Contact record
- D. Email Studio

Answer: A

NEW QUESTION 194

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

- A. System Preferences
- B. Subscriber Key
- C. Subscriber Attributes
- D. Primary Key

Answer: B

NEW QUESTION 195

A NTO branding guidelines require heavy use of imaginary on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to

honor branding guidelines and ensure subscribers are getting the best experience possible.
Choose two answers

- A. style or text for when images do not display automatically
- B. add background colors that match branding
- C. let them be completely image based
- D. use custom corporate font to match NTO brand

Answer: BD

NEW QUESTION 196

Which send process can use Sender Profiles? (Choose 3)

- A. Simple Automated Sends
- B. Guided Sends
- C. User-Initiated Sends
- D. Test Sends
- E. Triggered Sends

Answer: ABE

Explanation:

Definitions

Triggered Send Definition - A triggered email is a message that Marketing Cloud sends to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after a customer makes a purchase is a triggered email.

User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program. A user-defined email message interaction occurs when you manually start the send, while a triggered message interaction occurs in response to an action or API call. To put it in simpler words (TL/DR):

Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message. Usually used for Transactional messages (receipt, shipping, etc) and inside of Journeys.

User Initiated Send - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution or to allow for repeatable scheduling inside of an Automation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION 197

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.

Which three considerations did the consultant take into account when recommending a data extension-based model over lists?

Choose 3 answers

- A. They have fewer than 15 data points.
- B. Flexible data storage is needed.
- C. They have fewer than 250,000 subscribers.
- D. They are storing product and store data.
- E. Journey Builder will be used.

Answer: BDE

NEW QUESTION 199

A file is received daily from a data provider to the account FTP. This file needs to be imported into the Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours day to day. What tool should be used to accomplish this?

- A. Automation Studio Scheduled Automation
- B. Automation Studio File Drop Automation
- C. Journey Builder Fire Event
- D. Journey Builder Import Activity

Answer: B

NEW QUESTION 200

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?

Choose 2 answers

- A. Subscribers who click on a specific link
- B. Performance data on the Overview tab
- C. Number of clicks from mobile devices
- D. Images showing how the email rendered on different devices

Answer: BD

NEW QUESTION 201

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Answer: B

NEW QUESTION 204

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. First Name, Introduction, Conclusion
- B. Full Name, Introduction, Conclusion
- C. Greeting, First Name, LastName
- D. Greeting, Introduction, Conclusion

Answer: D

NEW QUESTION 206

Which twofeatures can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Stored Content Boxes
- C. Track Email Opens
- D. Physical Mailing Address

Answer: CD

NEW QUESTION 209

Which combination of audiences can be selected in the recipient section for a specific Send?

- A. Lists and Audiences
- B. Contacts or Audiences
- C. Lists orData Extensions
- D. Lists and Data Extensions

Answer: C

NEW QUESTION 214

What does the validate tool check for? (Check all that apply)

- A. The presence of an unsubscribe link
- B. Invalid email address
- C. A physical mailing address
- D. Correct syntax for attributes
- E. That each content area specified in the dynamic content rule exists

Answer: ACDE

NEW QUESTION 219

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard. What needs to be configured in the Marketing Cloud account?

- A. File Transfer
- B. Data Loader
- C. Enhanced SFTP
- D. Encrypted SFTP

Answer: C

NEW QUESTION 224

NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these campaign in other emails in a single column content area this content will have one Image with text below it, how can the NTO email team create one content area and reuse it across other emails using content builder without writing any custom html.

- A. Create an image content block that accommodates pictures
- B. create a free flow content block that accommodates text and images
- C. create an html content block and code the content by hand
- D. create a text content block that accommodates text

Answer: B

NEW QUESTION 228

What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

- A. Style Block
- B. Code Snippet
- C. Script Activity
- D. Free Form Code Block

Answer: A

NEW QUESTION 233

When does the validation of email address occur when using a data extension?

- A. Done at the time of Import
- B. Done at the time of Send
- C. Done when admin refreshes it
- D. Done when subscriber updates profile in the profile center

Answer: B

NEW QUESTION 238

Which is a fundamental component of coding responsive emails?

- A. CSS3 @media Queries
- B. Span Tags
- C. SQL Queries
- D. Anchor Tags

Answer: A

NEW QUESTION 239

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Answer: B

NEW QUESTION 241

Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign. Which option minimizes the impact of this error?

- A. Send another email to the same subscribers containing the correct link.
- B. Update the link in the stored email content and it will be pulled in automatically.
- C. Locate the job under Tracking and update the URL in the Job Links tab.
- D. Have Support recall the email if it has not yet been opened by a subscriber.

Answer: C

NEW QUESTION 245

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members. How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template and lock content in the template.

Answer: A

NEW QUESTION 250

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Require email to create an account on website
- B. Registration with incentive on website
- C. Drive online loyalty program registration requiring email address
- D. Promote content via social media that does not require email registration to access

Answer: ABC

NEW QUESTION 251

Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails. The data extension only needs to be updated when store information changes, such as when a new store opens or a store closes. How can this be achieved?

- A. Create an automation to begin when information changes on a store object using a workflow rule
- B. Create a file drop automation to initiate when the store's data extension is updated via import
- C. Create a scheduled automation to import the file on a recurring basis with store information
- D. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP

Answer: A

NEW QUESTION 253

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP. Which automation configuration should be used to achieve this?

- A. Scheduled Automation > SQL Query Activity > File Transfer Activity
- B. File Drop Automation > Data Extract Activity > File Transfer Activity
- C. Scheduled Automation > Data Extract Activity > File Transfer Activity
- D. File Drop Automation > SQL Query Activity > File Transfer Activity

Answer: B

NEW QUESTION 256

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- B. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- C. SubscriberKey and Primary Key are interchangeable terms
- D. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- E. Subscriber Key determines what update types will be available when importing data

Answer: ABD

NEW QUESTION 258

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 wouldlike to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

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

Answer: C

NEW QUESTION 263

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards JourneyBuilder due to the available activities. Which three Canvas Activities are available in Journey Builder?

Choose 3 answers

- A. Wait Until
- B. Query Activity
- C. Decision Split
- D. Post to Facebook
- E. Send SMS

Answer: ACE

NEW QUESTION 268

How can AMP script customize email messages?

- A: Provide advanced content personalization
- B: Insert responsive content based on the user's viewing device.
- C: Automate the flow of creating email messages.
- D: Automate the template creation process.

Northern Train Outfitters wants to display different content areas based on the subscriber data.

What can be used to accomplish this? Choose 2 answers

- A. Profile Mapping
- B. AMP script
- C. Dynamic Content
- D. Personalization Strings

Answer: BC

NEW QUESTION 272

Which statement regarding editing an email template is true? (Choose 2) *****

- A. Updating an email to reflect changes made in its template can be done in the email properties
- B. Changes to a template cannot be made once it is saved in the application
- C. Changes to a template are automatically inherited in emails built from that template
- D. A template does not automatically affect emails created from that template

Answer: BD

NEW QUESTION 275

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