Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

https://www.2passeasy.com/dumps/Marketing-Cloud-Email-Specialist/

NEW QUESTION 1
What is a capability of a data relationship?

A. Join three or more data extensions together to create a filtered data extension
B. Join a list and a data extension to filter the combineddata
C. Join data extensions together to create one combined data extension
D. Join data extensions to filter or segment the fields from data extensions

Answer: D

NEW QUESTION 2
A local craft store is implementing the Marketing Cloud and will beusing Lists to store their subscriber data.
Which two types of data can subscribers easily update via the default Profile Center? Choose 2 answers

A. Data Extension Fields
B. Email Address
C. Order History
D. List Attributes

Answer: BD

NEW QUESTION 3
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 4
Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers.
Mow should their data extension be set up?

A. Create a data extension with email address asthe Primary Key and reply date and response fields as nullable.
B. Create a data extension with email address, reply date, and response fields as nullable.
C. Create a data extension with email address, reply date, and response fields as non-nullable.
D. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

Answer: C

NEW QUESTION 5
A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click
here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA?Choose two answers.

A. select the user clicks the overview tab in the inbox activity section
B. select the URL id for the URL or tracking the alias from the job links tab.
C. select the click activity bar chart from the email overview of the click activitytab
D. select the URL or tracking alias from the link view tab of the click activity tab.

Answer: AD

NEW QUESTION 6
A marketing associate wants to ensure that an emailwill be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

A. Content detective
B. Link detective
C. Email Validation
D. Send Preview

Answer: A

NEW QUESTION 7
Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

A. Criteria setting to segment contacts based on behavior using SQL.
B. Extracting data from an Audience data extension for analysis.
C. Updating or creating Salesforce CRM objects or records.
D. A/B/N testing as part of the workflow to conduct timing and creative tests.
E. Goal setting to have thesystem listen to see if users met the goal.

Answer: CDE

NEW QUESTION 8
How are the test audiences for an A/B test selected? (Choose 2)

A. The testadministrator chooses which subscribers to place in each audience
B. The system automatically uses 15% of the population for each audience
C. The system randomly places target subscribers into the selected audiences
D. The test administrator selects a percentage or a fixed number of target subscribers from the total for each audience

Answer: CD

NEW QUESTION 9
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 thesubscriber 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 10
What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

A. Sender and recipient profiles
B. Campaign and journey
C. Email and journey
D. Journey and contact

Answer: C

NEW QUESTION 10
NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

A. Local folder structure
B. Search field
C. Content Type filter
D. Email Type
E. Tags filter

Answer: ABE

Explanation:
https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/

NEW QUESTION 14
Northern Trail Outfitters wants to send shipping email notifications to members, Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.
Which solution could be used to achieve this?

A. File Drop Starting Source in Automation Studio
B. Import Activity in Automation Studio
C. File Drop Entry Source in journey Builder
D. Transactional Send in Journey Builder

Answer: B

NEW QUESTION 16
A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

A. Responsive Web template
B. Media template
C. Mobile-optimized template
D. Standard template

Answer: C

NEW QUESTION 17
Which two subscriberaudiences 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 22
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 26
Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." Whatfeature should be used to target these members?

A. Email Send Report
B. Group Refresh
C. Engagement Split
D. SQL Query Activity

Answer: C

NEW QUESTION 29
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 34
A marketing team wants to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email.
Which tool should be used to execute this process?

A. Filter Activity
B. Data Extract Activity
C. Automation Studio
D. Journey Builder

Answer: C

NEW QUESTION 39
Northern Trail Outfitters' marketing team includes the nearest store tocustomers in the template of its emails. This 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 astore object using a workflow rule.
B. Create a scheduled automation to import the file on a recurring basis with store information.
C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.
D. Createa file drop automation to initiate when the store's data extension is updated via import.

Answer: C

NEW QUESTION 42
Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of their subscribers stored in data extensions: Education Events and Sales.
What feature should be used to manage their opt-out strategy?

A. Shared Data Extensions
B. Shared Portfolio Items
C. Shared Emails
D. Shared Publication Lists

Answer: D

NEW QUESTION 45

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 49
NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number offiltered audience that are related for sending?

A. SQL query activities
B. Data filter
C. Filter activity
D. Filtered group

Answer: C

NEW QUESTION 52
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. Alink to the sender's website

Answer: BC

NEW QUESTION 53
NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

A. The ability to set criteria to segment contacts based on behaviorusing SQL
B. The ability to extract data from an Audience data extension for analysis
C. The ability to set goals and have the system listen to see if users met the goal
D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
E. The ability to update or create Salesforce CRM objects or records

Answer: CDE

Explanation:
https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION 56
NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

A. A From Name for each store location
B. A dynamic From Name that pulls in the store location
C. A new delivery profile that pulls in store location in the footer
D. A new send classification for holiday promotions

Answer: BD

NEW QUESTION 61
A marketer sent an email to a group of subscribers with an invalid link.
What step could the marketer take to correct the link after the email has been sent?

A. Change the URL Expiration in Email Administration
B. Update the link using AMPscript
C. Resend the email with the correct link
D. Change the link in Job Links under Tracking

Answer: D

NEW QUESTION 63
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 65
A company has one million subscribers. The company has a Masterdata extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns. How should the data be updated?

A. A scheduled automation to import a file containing all of their subscribers.
B. A scheduled automation to import a nightly file of updated or changed records.
C. A scheduled automation to occur every 15 minutes to ensure the datais current.
D. A file drop automation to execute an import every time a record is updated or added.

Answer: D

NEW QUESTION 70
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 easyand honor immediately
D. Email never mandatory for customer interaction
E. Accurately identify the sender in the header information.

Answer: BCD

NEW QUESTION 73
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 78
A marketer needs to share report results with a manager.
When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager?
Choose 3 answers

A. Email the report.
B. Text a link to the report.
C. Notify the manager with a pop-up.
D. Save the report as a Snapshot.
E. Save the report to an FTP folder.

Answer: ADE

NEW QUESTION 81
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 84
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. Ithelps track customer traffic generated by content areas within a email

Answer: C

NEW QUESTION 85
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 90
Which one in NOT an offline tactic for capture email addresses?

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

Answer: D

NEW QUESTION 94
A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:
• Commas
•Tabs
• Pipes
• Tilde
• Fixed widths
Which format will need to be pre-processed or parsed after import into Marketing Cloud?

A. Fixed widths
B. Pipe
C. Tab
D. Comma

Answer: D

NEW QUESTION 96
Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a LifetimeMember list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.
An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.
Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

A. Suppression List
B. Exclusion Script
C. Domain Exclusion List
D. Exclusion List

Answer: B

NEW QUESTION 98
Northern Trail Outfitters stores all customer information in a data extension and would like to know how many people are subscribed to a particular newsletter.
Which feature would provide this information?

A. Filtered Publication List
B. Data Filter
C. Filtered Data Extension
D. Measure

Answer: C

NEW QUESTION 99
A marketer plans to send a Commercial email.
Which two criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose two.)

A. Include a phone number to call.
B. Include the mailingaddress of the sender.
C. Ensure an opt-out link is present.
D. State why the subscriber is receiving the email

Answer: BC

NEW QUESTION 100
Northern Trail Outfitters wants 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 would be the correct sequence of Activities for this File Drop Starting Source?

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

Answer: C

NEW QUESTION 103
The Northern Trail Outfitters product clearance sale email contains many items with similar product URLS. Which feature within the standard email editor can be used to provide descriptive text that is displayed when the email viewer hovers over each link?

A. Link Help Text
B. Link Conversion Tracking
C. Link Tooltip
D. Link Tracking Alias

Answer: C

NEW QUESTION 107
A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior knowledge of SQL. Which tool he would use:

A. Scheduled Send Emails
B. Predictive Email
C. Journey Builder
D. Automation Studio

Answer: D

NEW QUESTION 112
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 117
A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

A. Set Data Retention in the Properties of the data extension to delete records older than 30 days.
B. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the eata extension.
C. Set a reminder In the Campaign Calendar each day to manually delete the records from the data extension.
D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

Answer: A

NEW QUESTION 119
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 123
A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.Which tool will produce the audience?

A. Audience Builder
B. Drag and Drop Segmentation
C. Query Activity
D. Guided Send

Answer: B

NEW QUESTION 127
A marketer plans to send a transactional email.
Which three criteria should be met to ensure compliancewith 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 128
What information and data about the performance of an individual send can be exported from the tracking details?

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

Answer: AC

NEW QUESTION 132
A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already In use.
What creation method should the team use to create the new data extension?

A. Create from Template
B. Create from New
C. Create from a Filtered Data Extension
D. Create from Existing

Answer: D

NEW QUESTION 135
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. Segmentthe email's target audience
E. Included personalization and dynamic content

Answer: ABE

NEW QUESTION 139
A new data extension named "Orders" contains order data. One row is recorded for each customer's order. Customers can place multiple orders.The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:
OrderNumber: a unique alphanumeric order number customerID: a numeric customer identification number OrderDate: the system date and time for the order Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

A. The OrderNumber field will be a Number data type field
B. All fields inthe data extension are nullable
C. CustomerID will be used as the Primary Key
D. OrderNumber will be used as the Primary Key

Answer: D

NEW QUESTION 143
Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data exists in that field for a subscriber when using a personalization string to display the First_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

A. Ensure the Nullable box is not checked for the First_Name field
B. Fill in the source data with "Valued Customer" for each blank First_Name field
C. Mark First_Name as the Primary Key
D. Make "Valued Customer" the Default Value for the First_Name field

Answer: D

NEW QUESTION 148
A marketer wants to overwrite the data in adata 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 theImport Wizard in the Email Application.
D. Create an Import Activity to use in a workflow in Automation Studio.

Answer: D

NEW QUESTION 152
A company has set out to increase their subscriberbase. 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 157
Select three true statementsabout Content Detective?

A. Scans subject line and email body for spam triggers
B. Will remove invalid email address
C. Does not scan HTML code
D. Offers resolutions

Answer: ACD

NEW QUESTION 159
What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

A. List Detective
B. Preview andtest
C. Send Flow
D. Test Send

Answer: B

NEW QUESTION 163
Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legallyobtain subscribers?
Choose 3 answers

A. Email all unsubscribed customers asking for them to opt into email again
B. Purchase subscriber lists from a reputable data company
C. Ask customers to opt-in at time of purchase online by creating an account
D. Askcustomers to text their email address to a short code to opt-in
E. Create a Facebook lead capturing form to gain opt-ins

Answer: BDE

NEW QUESTION 167
Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower. NTO wants to reverse this trend.
How should they improve their engagement rates with unengaged subscribers"

A. Remove them from the list
B. Send emails more frequently
C. Request they resubscribe
D. Sendemails less frequently

Answer: B

NEW QUESTION 172
Northern TrailOutfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.
What action should NTO take to increase open rates?

A. Send earlier in the day to give subscribers more time to check email.
B. Add a clear, brief, and urgent call-to-action.
C. Use images, not text, to improve email look and branding.
D. Include relevant preheader text in every email.

Answer: D

NEW QUESTION 174
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 176

NTO just hired a new associate whose …email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

A. hyperlinks
B. from name
C. send count
D. subject line

Answer: BD

NEW QUESTION 178
Northern Trail Outfitters wants to display the currentdate in order emails. What could they use to display the date in real-time?

A. Reference Content
B. AMPscript
C. Enhanced Dynamic Content
D. Live Content

Answer: B

NEW QUESTION 180
Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio tosend 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 185
Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension. They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment.
What could be used to segment the data?

A. Filter Activity
B. Data Filter
C. Synchronized Data
D. Query Activity

Answer: B

NEW QUESTION 187
A Marketer developed an email with personalized content based on 5 geographical regions;
Northwest - Static Image; Southwest - Image carousel
Central - No content; Northeast - Static image;Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

A. 3
B. 6
C. 4
D. 5

Answer: A

NEW QUESTION 191
Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.
Which additional tactic should improve on NTO's targeted segmentation?

A. Full-width lifestyle imagery featuring attractive people
B. Images of products that the customer has previously purchased
C. Personalized imagery influenced by subscriber preferences
D. Content focused on winter sports items for holiday shopping

Answer: C

NEW QUESTION 196
Which file type delimiter is available in the Import Wizard? (Choose 3)

A. Pipe
B. Other
C. Comma
D. Fixed Length
E. Tab

Answer: BCE

NEW QUESTION 198
The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.
How should the scheduled automation be configured to achieve this?

A. SQL Query Activity > Data Extract Activity > File Transfer Activity
B. Filter Activity > SQL Query Activity > File Transfer Activity
C. Rlter Activity > File Transfer Activity > Data Extract Activity
D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Answer: A

NEW QUESTION 200
A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.
Which two ways should Path Optimizer be configured to select the better subject line? Choose 2 answers

A. Split the audience equally and configure a holdback population for a control.
B. Split the audience equally and automatically choose the winning path based on Open Rate.
C. Split the audience equally and wait at least seven days to select a winner.
D. Split the audience equally and manually choose the winning path based on Email Engagement Stats.

Answer: BD

NEW QUESTION 204
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 206
Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URLis 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 thisinformation?

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

Answer: B

NEW QUESTION 210
Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.
Which 2 best practices should NTO employ when sending email?

A. Set Cadence Expectations to front with Subscribers
B. Send genericcontent to appeal to all audiences.
C. Send Multiple emails a day to keep the brand top of mind
D. Use Subscriber data to dynamically populate email content

Answer: AD

NEW QUESTION 211
A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrorslogic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

A. Spam Check
B. Validate
C. Content Detective
D. Subscriber Preview

Answer: C

NEW QUESTION 216
Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the companyuse?

A. Shared Emails
B. Shared Portfolio Items
C. Shared Data Extensions
D. Shared Publication Lists

Answer: D

NEW QUESTION 217
A client leverages transactional messages to send ad-hoc order confirmations. Which type of message is most suitable in this situation?

A. Triggered Email
B. Test Send
C. Guided Send
D. User Initiated Email

Answer: A

NEW QUESTION 222
A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable.
Why would the marketer be unable to configure a holdback audience?

A. The Journey is a one-time scheduled send.
B. Holdback audiences are only available for A/B Tests.
C. The journey is scheduled to repeat.
D. Holdback audience cannot be used for subject lines tests.

Answer: D

NEW QUESTION 223
The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

A. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
C. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Answer: D

NEW QUESTION 228
A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

A. Test Send
B. User-Initiated Email
C. Send Flow
D. Triggered Email

Answer: D

NEW QUESTION 233
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 238
Which 3 options are available to create a template in marketing cloud? Choose 3

A. Content Builder
B. Template Editor
C. Paste HTML
D. Mobile Template Editor

Answer: ABC

NEW QUESTION 242
Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.
Where in Email Studio can the marketer see the performance summary of the recent email send?

A. Send Performance tab

B. Overview tab within Tracking
C. Job Links tab within Tracking
D. Summary tab

Answer: B

NEW QUESTION 247
Which feature can a marketeruse to individualize content in an email? (Choose 3)

A. Specialized content
B. Audience Segmentation
C. Predictive content
D. Personalization string
E. Dynamic content

Answer: CDE

NEW QUESTION 252
If all subscribersreside 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 257
Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

A. From Name, Preheader, and Dynamic Rules
B. From Name, Sender Profile, and Subject Line
C. From Name, Sender Profile, and Domain
D. From Name, Preheader, and Subject Line

Answer: D

NEW QUESTION 261
Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are
concerned aboutthe new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.
What feature would be used to specify which IP address is used for retail vs. corporate?

A. Delivery Profile
B. Send Definition
C. Send Classification
D. Sender Profile

Answer: A

NEW QUESTION 263
Which segment can be manually refreshed under Actions? (Choose 2)

A. Random Group
B. Filtered Data Extension
C. Standard Data Extension populated by a Query
D. Filtered Group

Answer: BD

NEW QUESTION 268
A marketing associate at Northern Trail Outfitters must create an email campaign for the company's new winter offerings. Which method could the associate use to create the email message? (Choose 2)

A. Email Send Wizard
B. User-initiated email message
C. Email templates
D. HTML Paste

Answer: CD

NEW QUESTION 271
Northern Trail Outfitters has created a dynamic content block that displays content based on a subscriber's gearpreference. There are three possible combinations in addition to receiving the default content.
How should they test that the content is displaying as intended?

A. Create a test list with all possible content variations and send test emails to that list.
B. Cycle through each subscriber's gear preference on the Preview and Test tab and send individual test emails.
C. Create a test data extension with all possible content variations and send a test email to that data extension.
D. Create an automation with asend activity that deploys test emails to a test data extension.

Answer: C

NEW QUESTION 276
A marketer would like to improve open rates for weekly email campaigns.
On which area of email design should the marketer focus?

A. Footer
B. Email Body
C. Envelope Content
D. Link Content

Answer: C

NEW QUESTION 281
A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

A. Data Extract Activity Interaction
B. Import Subscriber Wizard
C. Import Activity Interaction
D. Manual Data Filter Refresh

Answer: B

NEW QUESTION 283
The marketing teamwould 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 anAutomation
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-Techdata filter
D. Add the Pref1-Tech Data Filter to an Automation

Answer: B

NEW QUESTION 286
A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of thesystems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.
Which solution should they use to maintain subscriber status?

A. Import unsubscribes into a dataextension, then update status with a query.
B. Create an automation triggered on unsubscribes from the other system.
C. Create a suppression workflow for the unsubscribed accounts.
D. Import unsubscribes with the appropriate status into All Subscribers.

Answer: D

NEW QUESTION 289
When the number of subscribers exceeds one million records, whichdata model is preferred?

A. Lists
B. Data Extensions
C. Data Filters
D. Groups

Answer: B

NEW QUESTION 290
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 295
Which feature cansegment on behavioral data?

A. Data Filter
B. Data Extension
C. Import Activity
D. Tracking

Answer: A

NEW QUESTION 298
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 299
A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

A. confirm that each contentarea specified in the dynamic content rules existed.
B. Identify phrases like click here or free that could be marked as spam
C. ensure subscriber status at the time of send subscribe or bounced.
D. ensure subscriber have not subscribed or are undeliverable.

Answer: A

NEW QUESTION 301
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 willbe used.

Answer: BDE

NEW QUESTION 306
A customer wants to grow the number of subscribers in the account.
Which two methods should the customer employ to acquire new subscribers? (Choose two.)

A. Preselect email opt-in check boxes at online checkout.
B. Add a "Sign Me Up" form to the homepage.
C. Use a list of email addresses purchased from online vendors.
D. Create an SMS campaign allowing customers to sign up for email.

Answer: BD

NEW QUESTION 308
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 312
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 314

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 317
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 320
Which tactic will improve deliverability for a new sender?

A. Send email during the holiday season when new senders are less likely to be detected
B. Send email to a minimum of 35,000 subscribers per ISP per day
C. Send email to ISPs that have been notified of the new sender
D. Send email to the most active and engaged customers

Answer: D

NEW QUESTION 321
A marketing manager wants to provide unique content to each customer in an upcoming email campaign.
Which three features could be used to create individualized content in the email? Choose 3 answers

A. In Personalization strings
B. Dynamic content
C. Audience segmentation
D. In Einstein content
E. Specialized content

Answer: ABD

NEW QUESTION 325
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 329
Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverabihty continually decreased over the last year. NTO wants to grow their existing subscriber base and increase ROI on email marketing by improving engagement with subscribers.
Which three strategies would improve their email deliverabihty? Choose 3 answers

A. Exclude old or inactive email addresses.
B. Ensure the spam complaint rate is between 1% and 3%.
C. Purchase lists from companies that guarantee users have opted in.
D. Encourage subscribers to add the company's sending domain to their contacts.
E. Authenticate email sending to distinguish it from spammers.

Answer: ADE

NEW QUESTION 331
Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes
What Approval Workflow should be used for this requirement?

A. Custom Workflow
B. Multi-Team Workflow
C. Two-Step Workflow
D. Standard Workflow

Answer: B

NEW QUESTION 336
Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importingsubscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

A. Make the First Name and Last name columns Primary Keys
B. Ensure the Nullable property is unchecked for the First Name and LastName columns
C. Check the Nullable property for the First Name and Last Name columns
D. Set up a default value for the column

Answer: B

NEW QUESTION 338
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 339
Which app do you use to set the default greeting option?

A. Distributed Marketing Administration
B. Distributed Marketing Settings
C. Journey Builder
D. Administration

Answer: A

NEW QUESTION 340
Northern Trail Outfitter's Quality Assurance process requiresthat a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.
What tool in Email Studio enables a marketer to save and execute a send manually?

A. Send Flow
B. User-Initiated Email
C. Send Activity
D. Guided Send

Answer: D

NEW QUESTION 344
Which variable can be tested using the A/B testingtool? (Choose 3)

A. Email content
B. Pre-header
C. IP Address
D. From Name
E. ISP

Answer: ABD

NEW QUESTION 347
Whichis a fundamental component of coding responsive emails?

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

Answer: A

NEW QUESTION 350
An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."
Whichtwo best practices should the marketer use to make the subject line more effective? Choose 2 answers

A. A/B test the effectiveness of different subjects.
B. Include information relevant to the message in the subject line.
C. Include "RE:", "FWD:\ "etc." to get the reader's attention.
D. Keep the subject text between 50 and 100 characters long.

Answer: AD

NEW QUESTION 355
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 358
What is an Automation Studio activity? (Choose 3)

A. Wait Activity
B. Send Email
C. Triggered Send
D. Transfer File Activity
E. A/B Test Send Activity

Answer: ABD

NEW QUESTION 360
Which strategy will improve email deliverability? (Choose 3)

A. Purge old or inactive email addresses
B. Purchase lists from companies that guarantee users have opted in
C. Ensure the spam complaint rate is between 1% and 3%
D. Authenticate email to distinguish it from spammers
E. Encourage subscribersto add the company's sending domain to their address books

Answer: ADE

NEW QUESTION 365
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: C

NEW QUESTION 370
To make a data extension sendable what must it contain. (Select Two)

A. Email Address
B. Primary Key
C. Subscriber Key
D. Link ToolTip

Answer: AC

NEW QUESTION 375
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