

Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)



NEW QUESTION 1

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- A. An import activity can be executed manually
- B. The import activity is under Subscribers in the Email Application
- C. An import activity can be used in an automation created in Automation Studio
- D. The file for an import activity must be placed in a folder on a FTP site
- E. The file for an import activity can be on a desktop computer

Answer: CDE

NEW QUESTION 2

What is a table within the application database that stores sendable subscriber data as well as relational data like purchases, inventory, rewards programme data?

- A. Data Table
- B. Data Extension
- C. Data List
- D. List
- E. Subscriber Table

Answer: B

NEW QUESTION 3

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 4

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 5

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement. Which two best practices should NTO employ when sending email? Choose 2 answers

- A. Send generic content to appeal to all audiences.
- B. Send multiple emails a day to keep the brand top of mind.
- C. Set cadence expectations up front with subscribers.
- D. Use subscriber data to dynamically populate email content.

Answer: CD

NEW QUESTION 6

Northern Trail Outfitters want 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 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. How should their data extension be set up?

- A. Create a data extension with email address as the 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 8

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

- A. The test administrator 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

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

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

- A. AMPscript Lookups
- B. Dynamic Content
- C. Sender Profile
- D. Delivery Profile

Answer: A

NEW QUESTION 10

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 13

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 16

Where can a marketer see the performance summary of a recent email send?

- A. Summary tab
- B. Job Links tab within Tracking
- C. Overview Tab within Tracking
- D. Send Performance Tab

Answer: C

NEW QUESTION 19

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 23

Northern Trail Outfitters' marketing team includes the nearest store to customers 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 a store 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. Create a file drop automation to initiate when the store's data extension is updated via import.

Answer: C

NEW QUESTION 24

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 27

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 30

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 of filtered audience that are related for sending?

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

Answer: C

NEW QUESTION 33

How is Primary Key used?

- A. Primary Key is used when defining a Send Relationship
- B. Primary Key is the unique value to identify a subscriber
- C. Primary Key identifies a row or a field in a data extension as unique
- D. Primary Key prevents data from being overwritten in a data extension

Answer: C

NEW QUESTION 37

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in 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 SFTP. A proof email is then sent to business stakeholders for final approval. Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- B. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D. Create an API-driven process to put the data directly into the data extension when any data is changed.

Answer: A

NEW QUESTION 40

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- A. Require that the subscriber refer a friend

- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Answer: BD

NEW QUESTION 43

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 46

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 49

Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.

In which two ways should NTO honor customers' preferences when creating emails? (Choose two.)

- A. Create dynamic rules based on customers' preferences in order to send specific content.
- B. Use AMPscript to dynamically pull in content associated with customers' preferences.
- C. Send customers one email per preference choice to ensure customers receive what they want.
- D. Create emails to include all preference options so that customers don't miss any content.

Answer: AB

NEW QUESTION 52

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that triggers an email to be sent based on a user Initiated Email definition

Answer: C

NEW QUESTION 55

What is a personalization string?

- A. A snippet of text that inserts subscriber attributes into an email
- B. An automated way of scraping a website for content to populate inside of an email
- C. The snippet of text at the top of the email that is visible before an email has been opened
- D. A content area that will display based on a subscriber attribute

Answer: A

NEW QUESTION 59

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 mailing address of the sender.
- C. Ensure an opt-out link is present.
- D. State why the subscriber is receiving the email

Answer: BC

NEW QUESTION 62

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 66

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 68

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 71

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 74

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the updatetype "Overwrite"
- B. Ensure the data extension has a Primary Key
- C. Select the update type "Add and Update"
- D. Select the update type "Add Only"

Answer: CD

NEW QUESTION 77

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

- A. Subscriber Key
- B. Subscriber ID
- C. DataRelationship
- D. Send Relationship

Answer: A

NEW QUESTION 79

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 83

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- A. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
- B. find each individual with subscriber preview and test send to each individual recipient
- C. create a test data extension composed of the management team and test send to the test data extension
- D. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Answer: D

NEW QUESTION 85

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Responsive Design
- B. Desktop-centric Design
- C. Static Design
- D. Mobile-aware Design

Answer: D

NEW QUESTION 88

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 in the 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 92

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

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

Answer: AC

NEW QUESTION 97

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 99

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out.

What can be inferred about this email?

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

Answer: B

NEW QUESTION 103

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails.

After submittal, NTO specialists want to make sure the emails are reviewed before approval. What feature should the NTO marketing team employ?

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

Answer: C

NEW QUESTION 105

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 108

Northern Trail Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Playbooks/Journey builder
- B. Guided Send
- C. Triggered Emails
- D. Automation Studio

Answer: D

NEW QUESTION 109

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

- A. Smart Capture
- B. Publication List
- C. List Detective
- D. Filtered Group

Answer: D

NEW QUESTION 110

Northern Trail Outfitters wants to send monthly birthday coupons to their subscribers. What feature would allow for easy segmentation?

- A. AMPscript
- B. Measures
- C. Query Activities
- D. Data Filters

Answer: D

NEW QUESTION 115

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 116

Select three true statements about 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 117

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension. What activity is designed to address this scenario?

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

Answer: A

NEW QUESTION 118

Each time Northern Trail Outfitters sends their monthly promotional email, the volume of supportcalls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold. Which feature should be used?

- A. Send Email Activity
- B. Send Flow
- C. Triggered Send
- D. Send Throttling

Answer: D

NEW QUESTION 122

Northern Train Outfitters sends email orderconfirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

Answer: A

NEW QUESTION 125

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 126

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

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

Answer: D

NEW QUESTION 128

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 131

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 132

Northern Trail Outfitters wants to display different content areas based on the subscriber data Which two features can be used to accomplish this? (Choose two.)

- A. Personalization Strings
- B. Profile Mappin

- C. AMPscript
- D. Dynamic Content

Answer: CD

NEW QUESTION 137

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 142

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

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

Answer: A

NEW QUESTION 144

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 147

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 151

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 154

What two additional best practices could be applied to the company's new email design? Choose 2 answers

- A. Mobile optimized emails
- B. Corresponding call-to-action included in primary message
- C. Use of emojis in preheader text
- D. A mix of old branding with new branding

Answer: A

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 he 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 160

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

- A. Journey Builder Fire Event Entry Source
- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Answer: C

NEW QUESTION 163

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 generic content 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 167

A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrors logic 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 169

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

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

Answer: D

NEW QUESTION 170

A marketer is designing email for mobile devices. Which three design best practices would the marketer use? Choose 3 answers

- A. Stack the content in a single column.
- B. Keep copy simple and direct.
- C. Use image-based text for hero graphics.
- D. Cut content to make the message fit above the fold.
- E. Design with the most important content at the top.

Answer: ABE

NEW QUESTION 175

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 179

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found."

Which two steps should resolve the issue? Choose 2 answers

- A. Use the Import Wizard to point to rename the file on the FTP.
- B. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.
- C. Ensure the name of the file in the Import Activity matches the file name on the FTP.
- D. Change the file format from "comma separated value" to "tab delimited."

Answer: BC

NEW QUESTION 180

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 185

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

- A. A call to action can be text or an image based button
- B. A call to action should be direct and action-oriented
- C. A call to action below the fold performs best
- D. Text buttons receive more clicks than graphics

Answer: CD

NEW QUESTION 189

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 191

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 195

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 197

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 202

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. 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 data extension, 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 206

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 stakeholders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and AP driven to put the data directly into data extension when any data is changed.
- B. create a schedule automation that runs every 15 min to import the file multiple 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 207

Northern Trail Outfitters (NTO) is currently sending out a single welcome email 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 210

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

Answer: D

NEW QUESTION 211

When the number of subscribers exceeds one million records, which data model is preferred?

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

Answer: B

NEW QUESTION 215

Northern Trail Outfitters 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 216

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file. How should the import of event registration data be configured?

- A. Use the Import Activity to overwrite the records in the data extension.

- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

Answer: A

NEW QUESTION 219

Which feature can segment on behavioral data?

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

Answer: A

NEW QUESTION 223

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 226

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this. Which strategy should be used?

- A. Website Signups
- B. List Detective
- C. Single Opt-In
- D. Double Opt-In

Answer: D

NEW QUESTION 228

Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior. Subscribers will be sent down a predetermined path depending on whether they click on the second email or not. Which Journey Builder activity should be used?

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

Answer: C

NEW QUESTION 233

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

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

Answer: CD

NEW QUESTION 235

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 240

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 244

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 247

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 251

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 252

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 257

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

- A. Filter Activity
- B. Data Filter
- C. SQL Query
- D. Filtered Group

Answer: A

NEW QUESTION 261

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 266

What three methods are used to import data into a data extension?

- A. API, Import Filter, and Import Activity
- B. API, Data Filter, and Import Activity
- C. Import Wizard, Data Filter, and Import Activity
- D. Import Filter, Import Data, and Automation
- E. API, Import Wizard, and Import Activity

Answer: E

NEW QUESTION 270

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 271

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive. Which two techniques should be used? Choose 2 answers

- A. Include @media query CSS in the email
- B. Use a Basic, Empty or Themed Template in Content Builder
- C. Use inline CSS styling on all HTML elements
- D. Include style="display:block" on all images

Answer: AC

NEW QUESTION 274

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 275

Northern Trail Outfitter's Quality Assurance process requires that 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 277

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 282

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 285

What are the key ways to improve email deliverability in emailmarketing? (Choose 4)

- A. Use double Opt-in to avoid getting blacklisted.
- B. Maintain a consistent "From Name"
- C. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!
- D. Consider Subscriber engagement....send only to most engaged subscribers.
- E. Email sign-up on website.
- F. Use email templates

Answer: ABCD

NEW QUESTION 288

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 subscribers to add the company's sending domain to their address books

Answer: ADE

NEW QUESTION 291

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 292

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 296

An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns. What steps would the marketer take when creating the data extension? (Choose 2)

- A. Check the "Is Sendable" option
- B. Set the column representing the Subscriber Key as a Primary Key
- C. Set the Email address column as a Primary Key
- D. Relate the Email address to the Subscriber Key

Answer: AD

NEW QUESTION 301

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

- A. 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 305

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 306

A marketer wants to create a responsive email that will render correctly across all email clients. What tool could they use?

- A. Server Side JavaScript
- B. AMPscript with grid-based layout
- C. CSS3 media queries
- D. GTL with tables

Answer: A

NEW QUESTION 309

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