Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

NEW QUESTION 1
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 2
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 3
A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key in All Subscribers as a Send Relationship. What is a true statement about the email send behavior for any subscriber who currentlydoes NOT exist in All Subscribers? (Choose 2)

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

Answer: BD

NEW QUESTION 4
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 5
Northern Trail Outfitters wantsto 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 6
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 7
Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

A. Sender Profile
B. Content information
C. Can-SPAM classification
D. Delivery Profile

Answer: C

NEW QUESTION 8
A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder?
Choose 3 answers

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

Answer: ACD

NEW QUESTION 9
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 10
An email marketer is writing the next send's subject line. What can the marketer do to make the subject line more effective? (Choose 2)

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 reader's attention
D. Keep the subject text between 50 to 100 characters long

Answer: AB

NEW QUESTION 10
What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

A. they are like Suppression lists; list of subscribers that don't want to receive your communications.
B. subscribers who have a status (active, bounced, held, unsubscribed)
C. May be subscribers who want to continue receiving messages.
D. You select an Exclusion List at the time of send

Answer: BCD

NEW QUESTION 15
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
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 21
A marketer is building a highly personalized email that is sent daily to one million subscribers. The dataneeded for the email is located in several data extensions.
What feature should the marketer use to merge the data into a single data extension to improve sending?

A. Profile Management
B. File Triggers
C. SQL Query Activities
D. Data Filters

Answer: C

NEW QUESTION 22
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
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 28
What is required on an email message by the United States CAN-SPAM Act? (Choose 2)

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

Answer: BC

NEW QUESTION 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 38
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 43
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 data is current.
D. A file drop automation to execute an import every time a record is updated or added.

Answer: D

NEW QUESTION 45
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 47
A marketer needs to ensure that customers on a list want to be email subscribers. Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when usingWeb Collect functionality. What is the optimal way to accomplish this task?

A. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
B. Configure to return an error message for any email address that does not conform to standard conventions.
C. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
D. Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Answer: B

NEW QUESTION 51
How are publication lists used in the Marketing Cloud?

A. To send communication to all subscribers, regardless of opt -in status.
B. To manage subscribers in guided and triggered email sends.
C. To build dynamic content rules by subscriber type.
D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D

NEW QUESTION 52
The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.
Which method should the team use to accomplish this goal?

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

Answer: D

NEW QUESTION 56
Whatcan 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 58
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 63
An email marketer needs a point-and-click tool to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.
What solution meets thisspecification?

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

Answer: A

NEW QUESTION 67

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 68

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 69

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 70

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

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

Answer: AC

NEW QUESTION 73

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.D18912E1457D5D1DDCBD40AB3BF70D5D
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 76

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.
Which send tracking metric provides the bounce description "Address is non-existent at the domain?

A. Soft Bounce
B. Blocked Bounce
C. Hard Bounce
D. Undeliverable

Answer: C

NEW QUESTION 81

A national landscaping company wants to send targeted emails tocustomers to remind them of their upcoming lawn treatment. Depending on the service, customers 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 dataextensions. Which two tools could be used to segment the data? (Choose two.)

A. Data Extract Activity
B. SQL Query Activity
C. Send Definition
D. Filters

Answer:

BD

NEW QUESTION 86
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 90
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 95
A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automationstudio?

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

Answer: D

NEW QUESTION 99
What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email? (Choose 2)

A. Thesubscriber 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 103
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 106
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 107
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 109
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 113
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 118
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 121
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 126
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-centnc Design
C. Static Design
D. Mobile-aware Design

Answer: D

NEW QUESTION 128
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 132
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 136
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 141
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 144
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 148
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 150
Northern TrailOutfitters (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 trialends. Which tool is recommended for this scenario?

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

Answer: D

NEW QUESTION 152
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 154
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 155
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 157
Northern Trail Outfitters sent three differentemails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails. Which feature will enable this?

A. Include Measures within a Filter
B. Email Comparison Report
C. Email Send Report
D. Compare Email Sends on the Tracking page

Answer: D

NEW QUESTION 161
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
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 166
Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day. The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.
In this scenario, what best practice was achieved?

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

Answer: B

NEW QUESTION 171
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 174

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

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

Answer: A

NEW QUESTION 175

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this beaccomplished? (Choose 2)

A. Select the data type as Text
B. Set a custom maximum length of six
C. Create restricted values
D. Select the attribute as required

Answer: CD

NEW QUESTION 176

A marketing manager is looking at the Tracking Overview Tab from a send to an audience of 1000, where the Total Opens are 1000, but the Unique opens are 100. They are excited about having a 100% open rate.
What should they know about Total Opens?

A. Total opens indicates how many subscribers opened the email.
B. Total opens includes every time the email was displayed with images.
C. Total opens w a great indicator of campaign success.
D. Total opens may not include email clients that render email with images off.

Answer: B

NEW QUESTION 181

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 186

Which feature would a marketer use to build a Send Classification? (Choose 2)

A. Custom Profile Center
B. Delivery Profile
C. Reply Mail Profile
D. Sender Profile

Answer: BD

NEW QUESTION 190

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

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

Answer: C

NEW QUESTION 191

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 192
EXAM Question on templates where there are no technical resources to build responsive web techniques: Explain how to create an email using responsive web techniques, and it's required to render on Mobile.
(Choose 2)

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

Answer: AE

NEW QUESTION 195
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 196
The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are intheir Tent Purchasers data extension and their Tent Browsers data extension.
How should this new audience be created?

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

Answer: C

NEW QUESTION 201
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 205
The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement.
Which two practices should the marketing manager employ? (Choose two.)

A. Offer a special discount for opening the email.
B. Use a large sample size.
C. Wait at least 24 hours before declaring a winner.
D. Test multiple variations concurrently.

Answer: BC

NEW QUESTION 207
A marketer wants to run an Account Send Summaryreport. Which option can be configured when running this report? (Choose 3)

A. Report results delivery location
B. Report results file format
C. Error report log location
D. Date range parameters
E. Error handling parameters

Answer: ADE

NEW QUESTION 212
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 216
A marketing associate at Northern Trail Outfitters must design an email campaign for the company's newwinter offerings. Which email design best practice would the associate implement in this campaign?

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

Answer: B

NEW QUESTION 217
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 222
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 225
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 230
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 233
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 237
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 239
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 240
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 241
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 242
NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup foreach campaign.

A. Delivery profiles
B. Sender profile
C. Profile attributes
D. send flow

Answer: B

NEW QUESTION 247
A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.
Which tool should they use?

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

Answer: C

NEW QUESTION 252
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 256
An email marketer needs a point and click to create a segment based on everyone who lives in a five-mile radius of a specific zip code andto see an accurate count of subscribers in real time. What solution meets this specification?

A. Data Filters
B. Contact Builder

C. SQL Query Activity
D. Audience Builder

Answer: A

NEW QUESTION 259
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 262
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 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 266
NorthernTrail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the 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 the NTO administrator use to specify which IP address is used for retail vs. corporate?

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

Answer: C

NEW QUESTION 271
A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

A. Profile Center URL
B. Company Website URL
C. Physical Mailing Address
D. Terms and Conditions Policy

Answer: AC

NEW QUESTION 274
An email marketing team has beentasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.
What are the four elements that are required for the creation of a dynamic content rule?

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

Answer: D

NEW QUESTION 279
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 284
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 recordsinto the data extension.

Answer: A

NEW QUESTION 286
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 290
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 291
Northern Trail Outfitters wants to create awelcome 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 used7

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

Answer: C

NEW QUESTION 294
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 customerstill 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 toautomate 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 useFilter activities
D. Use Drag and Drop Segmentation to create data filters, and the use Filter activities

Answer: CD

NEW QUESTION 298
A NTO branding guidelines require heavy use of imaginary on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelinesand ensure subscribers are getting the best experience possible.
Choose two answers

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

Answer: BD

NEW QUESTION 303
Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails. What best practice should NTO employ?

A. Use one file type for all images in the email.
B. Keep total weight with images at 800KB or lower.
C. Increase DPI and file size for image display.
D. Rely on image-only emails to engage subscribers

Answer: B

NEW QUESTION 306
Which send process can use Sender Profiles? (Choose 3)

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

Answer: ABE

Explanation:
 efinitions
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 acustomer 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 interactionoccurs 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 Journies.
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 anAutomation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION 307
What must be configured in a MarketingCloud account to use the import wizard?

A. Enhanced FTP
B. File Transfer
C. Data Loader
D. Encrypted FTP

Answer: A

NEW QUESTION 308
Which action will the Validate tool complete when initiated?

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

Answer: B

NEW QUESTION 313
What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

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

Answer: C

NEW QUESTION 316
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 317
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 321

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 322
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 326
NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these campaign in other emails in a single column content area this content will have one Image with text below it, how can the NTO email team create one content area
and reuse it across other emails using content builder without writing any custom html.

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

Answer: B

NEW QUESTION 328
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 329
A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

A. enhance ftp
B. encryptedftp
C. data loader
D. file transfer

Answer: A

NEW QUESTION 332
A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.
Which two criteria should the marketer incorporate into campaigns to ensure compliance and alignwith current best practices?
Choose 2 answers

A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
B. Process every individual's unsubscribe request within 14 business days.
C. Include an unsubscribe link in the header or footer ofemails.
D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Answer: CD

NEW QUESTION 333
When does the validation of email address occur when using a data extension?

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

Answer: B

NEW QUESTION 337
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 338
A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

A. Click Through Rates
B. List Growth Rates
C. Influenced Revenue
D. Bounce Rate

Answer: A

NEW QUESTION 339
A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

A. Triggered Send
B. Send Email
C. Automated Send
D. Template Send

Answer: B

NEW QUESTION 341
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 346
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 348
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 351
Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.
Which option minimizes the impact of this error?

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

Answer: C

NEW QUESTION 354

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 356
Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails.
The data extension only needs to be updated when store information changes, such as when a new store opens or a store close.
How can this be achieved?

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

Answer: A

NEW QUESTION 358
A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

A. Limit the email text to 250 words.
B. Send to the entire subscriber base.
C. Personalize the email content.
D. Use an infographic email templat

Answer: C

NEW QUESTION 362
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. AMPscnpt with grid-based layout
C. CSS3 media queries
D. GTL with tables

Answer: A

NEW QUESTION 363
Which statement regarding editing an email template is true? (Choose 2) *****

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

Answer: BD

NEW QUESTION 367
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