

# 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

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder?  
Choose 2 answers

- A. Plan for content to be used cross-channel, eliminating duplicates.
- B. Create folders for each type of uploaded content.
- C. Import all content up front, rather than piece by piece.
- D. Optimize the way content is stored with a naming convention.

**Answer: AD**

#### 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 currently does NOT exist in All Subscribers?  
(Choose 2)

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

**Answer: BD**

#### NEW QUESTION 4

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

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

**Answer: BD**

#### NEW QUESTION 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

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

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

**Answer:** A

**NEW QUESTION 8**

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 the system listen to see if users met the goal.

**Answer:** CDE

**NEW QUESTION 9**

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

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

**Answer:** B

**NEW QUESTION 10**

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 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 14**

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

Choose 3 answers

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

**Answer:** ACD

**NEW QUESTION 15**

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 18**

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 22**

Northern Trail Outfitters (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 Member. Which field on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

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

**Answer:** A

**NEW QUESTION 24**

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature 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 27**

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

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

**Answer:** C

**NEW QUESTION 32**

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 35**

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 40**

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 42**

A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter, weekly promotions, and a birthday email. How should they manage unsubscribes by communication type?

- A. Create suppression lists for each communication type, and associate the suppression list on the send definition.
- B. Create separate data extensions for each communication type and customize the subscription page.
- C. Create a Boolean field for each communication type in the data extension and update the Profile Center.
- D. Create publication lists for each communication type, and associate the publication list on the send definition.

**Answer: D**

#### NEW QUESTION 43

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 46

Using measures, what data can a marketer use to segment an audience?

- A. Geographical Data
- B. First Name Attributes
- C. Gender Data
- D. Open Data

**Answer: D**

#### NEW QUESTION 49

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

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

**Answer: A**

#### NEW QUESTION 54

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

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

**Answer: ADE**

#### NEW QUESTION 58

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 this specification?

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

**Answer: A**

#### NEW QUESTION 61

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 65

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 68

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 73

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 77

A national landscaping company wants to send targeted emails to customers 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 data extensions. 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 81

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 82

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 83

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up. The second email is sent 1 day after the account has been set up to prompt the user to make a purchase. The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet. Data kept in two separate data extensions. The brand's marketing team want to send campaign from the data extension.

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

**Answer:** D

**NEW QUESTION 85**

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance. In which two ways can they avoid emails being blocked or marked as spam? Choose 2 answers

- A. Include a "Contact Us" link in the footer.
- B. Use a clear "From" name that is easily recognized.
- C. Include a physical mailing address of the company.
- D. Use animated emojis in subject lines to draw the eye.

**Answer:** BC

**NEW QUESTION 90**

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 95**

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 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 100**

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

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

**Answer:** ABE

**NEW QUESTION 103**

Select three (3) best practices for interacting with potential and active subscribers?

- A. Follow the CAN SPAM Law
- B. Always make email opt in required
- C. Make unsubscribing easy
- D. Make unsubscribing easy, no more than 4 clicks
- E. Only use the email address offered

**Answer:** ACE

**NEW QUESTION 104**

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 106**

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

- A. Require customers to provide their email address when calling customer service.

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

**Answer:** BD

**NEW QUESTION 110**

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 113**

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 116**

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain 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. Ask customers 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 118**

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 be accomplished? (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 123**

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 127**

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to make sure the emails are reviewed before approval.

What feature should they employ?

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

**Answer:** D

**NEW QUESTION 131**

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Subscriber Group
- B. Send Log
- C. Data Filter
- D. Web Collect

**Answer: D**

**NEW QUESTION 135**

Northern Trail Outfitters (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 140**

Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension. They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment. What could be used to segment the data?

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

**Answer: B**

**NEW QUESTION 145**

Northern Trail Outfitters' branding guidelines require heavy use of imagery on their website, apps, emails, ads, etc. In which two ways could they optimize email design to honor branding guidelines and ensure subscribers are getting the best experience possible? Choose 2 answers

- A. Style alt text for when images do not display automatically.
- B. Add background color that match branding.
- C. Use custom corporate font to match their brand.
- D. Make the email completely image based.

**Answer: AC**

**NEW QUESTION 150**

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

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

**Answer: A**

**NEW QUESTION 154**

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 159**

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 160**

A marketer wants to run an Account Send Summary report. 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 162**

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 167**

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 169**

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

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

**Answer:** B

**NEW QUESTION 170**

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

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

**Answer:** C

**NEW QUESTION 174**

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 File Drop Starting 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 175**

A marketer at Northern Train Outfitters has been tasked with growing its email subscriber audience. Which three best practices should the marketer keep in mind while trying to acquire new email subscribers?

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

**Answer:** BCD

**NEW QUESTION 179**

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 181**

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 182**

A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable.

Why would the marketer be unable to configure a holdback audience?

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

**Answer:** D

**NEW QUESTION 184**

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 187**

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

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

**Answer:** A

**NEW QUESTION 188**

Which feature can a marketer use 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 192**

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 196**

Northern Trail Outfitters wants to send a promotional offer every Friday morning between 9:00 and 11:00 a.m. The content of the will change on a weekly basis. The promotional email will be sent to subscribers in the Promotions Data Extension. What send method should be used to minimize errors?

- A. Send Email Activity
- B. Recurring Send Schedule via Guided Send
- C. Send Flow
- D. Triggered Send

**Answer:** D

**NEW QUESTION 200**

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 201**

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 204**

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 for each campaign.

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

**Answer:** B

**NEW QUESTION 206**

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

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

**Answer:** C

**NEW QUESTION 208**

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 209**

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

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

**Answer:** A

#### **NEW QUESTION 214**

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 215**

TO would like to evaluate which email content customers click most frequently. The email team wants to track clickbehavior for all linked hero image using the naming convention "Hero CTA".

What are two method two ensure click behavior on these images is tracked with this naming convention.

- A. Include "Hero\_CTA" in the link tooltip field for each link
- B. Add""Hero\_CTA" to the tracking alias field for each link
- C. Include "Hero\_CTA" in the link filename for each hero Image
- D. Include an alias attribute in each anchor tag and populate it with "Hero\_CTA"

**Answer:** CD

#### **NEW QUESTION 220**

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

- A. Shared Data Extension Permissions
- B. Date/Time Range for Access
- C. Data Extension Sharing Rules
- D. Manage Data Extension Policies

**Answer:** A

#### **NEW QUESTION 222**

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 227**

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:**

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 anAutomation. (e.g. Monthly newsletter, daily update email, etc.)

**NEW QUESTION 230**

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

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

Choose 2 answers

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

**Answer:** BD

**NEW QUESTION 231**

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 233**

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 235**

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

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

**Answer:** C

**NEW QUESTION 239**

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers 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 243**

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 246**

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 251**

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 252**

What are the key ways to improve email deliverability in email marketing? (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 254**

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

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

**Answer: C**

**NEW QUESTION 258**

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 Journey Builder 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 260**

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 263**

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 268**

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