

Marketing-Cloud-Email-Specialist Dumps

Salesforce Certified Marketing Cloud Email Specialist (SP19)

<https://www.certleader.com/Marketing-Cloud-Email-Specialist-dumps.html>



NEW QUESTION 1

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

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

Answer: B

NEW QUESTION 2

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

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

Answer: B

NEW QUESTION 3

A marketing associate wants to ensure that an email will be delivered to a subscriber's 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 4

Northern Trail 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 5

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 6

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

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

Answer: B

NEW QUESTION 7

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 8

Which data model should be used to create a Group?

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

Answer: C

NEW QUESTION 9

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

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

Answer: D

NEW QUESTION 10

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

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

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

Answer: BD

NEW QUESTION 10

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 13

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

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

Answer: C

NEW QUESTION 18

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 21

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 22

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

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

Answer: A

NEW QUESTION 26

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

- A. Require that the subscriber refer a friend
- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Answer: BD

NEW QUESTION 31

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 32

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

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

Answer: A

NEW QUESTION 35

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 40

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

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

Answer: B

NEW QUESTION 45

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 50

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 51

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.D18912E1457D5D1DDCDBD40AB3BF70D5D
- 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 56

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 59

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 64

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 66

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 70

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 73

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

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

Answer: C

NEW QUESTION 78

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 79

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

- A. Envelope content
- B. Footer
- C. Email body
- D. Link Content

Answer: A

NEW QUESTION 84

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 89

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 data 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 92

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 95

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 98

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 103

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 105

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 110

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 113

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 and test
- C. Send Flow
- D. Test Send

Answer: B

NEW QUESTION 115

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

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

Answer: D

NEW QUESTION 118

Northern Trail Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-

SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

Answer: A

NEW QUESTION 122

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 127

The marketing team would like 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 is recommended to execute this process?

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

Answer: C

NEW QUESTION 128

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 133

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

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

Answer: C

NEW QUESTION 137

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 138

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

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

Answer: CD

NEW QUESTION 140

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 on the All Subscribers List as a Send Relationship.

Which two statements are correct about the emailsend behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

- A. The email address and Subscriber Key will be added to the All Subscribers List.
- B. The subscriber will be added to the All Subscribers List with a status of Active.
- C. If the CustomerID field does not exist on the All Subscribers List, the email send will fail.
- D. The Primary Key and demographic data will be added to the All Subscribers List.

Answer: AB

NEW QUESTION 143

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 148

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 153

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 156

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 159

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 162

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

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

Answer:

B

NEW QUESTION 164

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 165**

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

- A. Data Extract Activity
- B. Audience Builder
- C. Drag and Drop Segmentation
- D. Profile Attributes

Answer: B**NEW QUESTION 168**

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

- A. Web Paste
- B. Text only
- C. Template Based
- D. HTML Paste

Answer: D**NEW QUESTION 169**

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

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

Answer: C**NEW QUESTION 171**

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 172**

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

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

Answer: B**NEW QUESTION 177**

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

What are two methods to 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 180

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 183

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

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

Answer: D

NEW QUESTION 186

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

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

Answer: C

NEW QUESTION 187

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

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

Answer: ABE

Explanation:

Definitions

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

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

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

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

NEW QUESTION 189

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

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

Choose 3 answers

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

Answer: BDE

NEW QUESTION 192

A file is received daily from a data provider to the account FTP. This file needs to be imported into the Marketing Cloud as soon as it arrives. The arrival time of this

file varies by several hours day to day. What tool should be used to accomplish this?

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

Answer: B

NEW QUESTION 196

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 199

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 203

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 208

A marketing manager wants to provide unique content to each customer in an upcoming email campaign.

Which three features could be used to create individualized content in the email? Choose 3 answers

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

Answer: ABD

NEW QUESTION 211

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 213

Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverability continually decreased over the last year. NTO wants to grow their existing subscriber base and increase ROI on email marketing by improving engagement with subscribers.

Which three strategies would improve their email deliverability? Choose 3 answers

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

Answer: ADE

NEW QUESTION 215

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

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

Answer: A

NEW QUESTION 219

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 align with 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 of emails.
- D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Answer: CD

NEW QUESTION 222

Which variable can be tested using the A/B testing tool? (Choose 3)

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

Answer: ABD

NEW QUESTION 226

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

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

Answer: ABC

NEW QUESTION 229

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

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

Answer: B

NEW QUESTION 234

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis.

Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

- A. Emails can be formatted for desktop and mobile without extra coding.
- B. One template can only be used for one email, maintaining brand standards.
- C. HTML developers are needed to build templates, but not emails.
- D. Templates provide the ability to create email messages using content blocks.

Answer: AD

NEW QUESTION 239

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 241

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

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

Answer: AD

NEW QUESTION 245

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 template

Answer: C

NEW QUESTION 250

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