

## 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**

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 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 3**

A team wants to import a file with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

- A. Choose the appropriate date format.
- B. Name the new import definition.
- C. Map the attributes in the file.
- D. Select the delimiting character.

**Answer:** C

**NEW QUESTION 4**

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 5**

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click

here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

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

**Answer:** AD

**NEW QUESTION 6**

A marketing associate wants to ensure that an 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 7**

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 8

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 9

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 10

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create a Free Form content block.
- B. Create an Image content block.
- C. Create an HTML content block.
- D. Create a Text content block.

**Answer:** A

#### NEW QUESTION 10

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

- A. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- C. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

**Answer:** C

#### NEW QUESTION 14

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 19

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Soft Bounce
- B. Validation Error
- C. Unsubscribed
- D. Hard Bounce

**Answer:** D

#### NEW QUESTION 21

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 25

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 28

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 30

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

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

**Answer:** A

#### NEW QUESTION 35

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

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

**Answer:** D

#### NEW QUESTION 36

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

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

**Answer:** D

#### NEW QUESTION 37

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 41**

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 43**

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 SubscriberID
- 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 47**

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 48**

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 51**

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 55**

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. It helps track customer traffic generated by content areas within a email

**Answer:** C

**NEW QUESTION 57**

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

- Commas
- Tabs
- Pipes
- Tilde

- Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

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

**Answer:** D

#### NEW QUESTION 61

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 66

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

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

**Answer:** C

#### NEW QUESTION 70

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to achieve the backup automatically?

- A. Import File
- B. Data Extract
- C. SQL Query
- D. Filter

**Answer:** D

#### NEW QUESTION 74

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping fulfillment data is included in a file which is moved at frequent intervals to a folder on NTO's Enhanced FTP Account.

Which solution can be used to achieve this?

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

**Answer:** D

#### NEW QUESTION 78

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 81

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

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

**Answer:** A



**NEW QUESTION 86**

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 89**

What is a purpose of marking an attribute as hidden?

- A. The attribute is not available for CAN-SPAM compliance
- B. The attribute is not available to store data
- C. The attribute is not available to other users in the account
- D. The attribute is not available to subscribers on the Profile Center

**Answer:** D

**NEW QUESTION 90**

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 94**

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 99**

A marketer wants to overwrite the data in a data 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 the Import Wizard in the Email Application.
- D. Create an Import Activity to use in a workflow in Automation Studio.

**Answer:** D

**NEW QUESTION 103**

Northern Trail Outfitters sent three different emails 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 104**

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 107**

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 108**

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

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

**Answer:** D

**NEW QUESTION 112**

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 be associated 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 114**

Northern Train 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 116**

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made. Which two elements of the send can be reviewed with Approvals? Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

**Answer:** BC

**NEW QUESTION 121**

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 122**

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 123

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 128

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their 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 combine the 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 132

To write SQL that uses both customer data and system-generated data, what would they need to include in their query?

- A. Data Filters
- B. Measures
- C. Data Views
- D. All of the above

**Answer:** C

#### NEW QUESTION 135

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

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

**Answer:** D

#### NEW QUESTION 138

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 142

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 146

NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form, NTO

would like to require email address and reply date and response for subscriber's completing the form, how should NTO will set the data extension

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

**Answer:** A

#### NEW QUESTION 147

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 151

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 155

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.

How should the scheduled automation be configured to achieve this?

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

**Answer:** A

#### NEW QUESTION 159

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 164

A marketer needs to test personalized content in an email prior to sending. How can the marketer easilyminimize the possibility of someone unsubscribing during the testing process?

- A. Create a version of the email that does not include the unsubscribe link.
- B. Deselect the option to Enable System Generated Links in the Test Send.
- C. Send to a Test Data Extension via the Send Flow.
- D. Send the marketing team a link to the Subscriber Preview of the email.

**Answer:** C

#### NEW QUESTION 166

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

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

**Answer:** C

**NEW QUESTION 169**

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 171**

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 176**

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 179**

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

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

**Answer:** D

**NEW QUESTION 181**

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 184**

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 189**

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 193**

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 196**

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 198**

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 asend activity that deploys test emails to a test data extension.

**Answer:** C

**NEW QUESTION 201**

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 204**

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 208**

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

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

**Answer:** D

**NEW QUESTION 213**

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a database this data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTO's ftp, a proof email is being sent to business stake holders for final approval. Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and AP drive to put the data directly into data extension when any data is changed.

- B. create a schedule automation that runsevery 15 min to import the filemultiple times a day.
- C. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

**Answer:** C

#### NEW QUESTION 217

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 222

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 225

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 227

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 230

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 used?

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

**Answer:** C

#### NEW QUESTION 233

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 235



Which recipient option is available with Simple Send? (Choose 2)

- A. Group
- B. Data Filter
- C. Data Extension
- D. Audience
- E. List

**Answer:** AE

**NEW QUESTION 238**

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 241**

Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

- A. Link Tooltip
- B. Stored Content Boxes
- C. Track Email Opens
- D. Physical Mailing Address

**Answer:** CD

**NEW QUESTION 246**

A marketer uses Email Approvals. In which send process must an email have an "Approved" status prior to send? (Choose 3)

- A. A/B Tests
- B. Scheduled Sends
- C. Send Previews
- D. Triggered Sends
- E. Test Sends

**Answer:** ABD

**NEW QUESTION 249**

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 251**

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes

What Approval Workflow should be used for this requirement?

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

**Answer:** B

**NEW QUESTION 255**

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 257**

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 261**

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Content Builder
- B. Content Detective
- C. Inbox Preview
- D. Triggered Send

**Answer:** B

**Explanation:**

[https://help.salesforce.com/articleView?id=mc\\_es\\_content\\_detective.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5)

**NEW QUESTION 266**

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- B. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- C. SubscriberKey and Primary Key are interchangeable terms
- D. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- E. Subscriber Key determines what update types will be available when importing data

**Answer:** ABD

**NEW QUESTION 268**

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

- A. Email Studio and Audience Builder
- B. Automation Studio and Journey Builder
- C. Journey Builder and Email Studio
- D. Automation Studio and Content Builder

**Answer:** C

**NEW QUESTION 270**

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 is 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 272**

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