

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

<https://www.2passeasy.com/dumps/Marketing-Cloud-Email-Specialist/>



NEW QUESTION 1

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

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

Answer: CDE

NEW QUESTION 2

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

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

Answer: B

NEW QUESTION 3

What is a capability of a data relationship?

- A. Join three or more data extensions together to create a filtered data extension
- B. Join a list and a data extension to filter the combined data
- C. Join data extensions together to create one combined data extension
- D. Join data extensions to filter or segment the fields from data extensions

Answer: D

NEW QUESTION 4

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation. Which tool should a team with no SQL knowledge or support use?

- A. Predictive Email
- B. Scheduled Email Sends
- C. Automation Studio
- D. Journey Builder

Answer: D

NEW QUESTION 5

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 6

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 7

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- C. When a subscriber unsubscribes from a list in the Subscription Center
- D. When a subscriber unsubscribes from all emails sent from an account

Answer: D

NEW QUESTION 8

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

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

Answer: B

NEW QUESTION 9

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

- A. Criteria setting to segment contacts based on behavior using SQL.
- B. Extracting data from an Audience data extension for analysis.
- C. Updating or creating Salesforce CRM objects or records.
- D. A/B/N testing as part of the workflow to conduct timing and creative tests.
- E. Goal setting to have thesystem listen to see if users met the goal.

Answer: CDE

NEW QUESTION 10

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 Trail Outfitters uses HTML emails that haveheaders 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 15

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

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

Answer: ACD

NEW QUESTION 17

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 20

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Responsive Web template
- B. Media template
- C. Mobile-optimized template
- D. Standard template

Answer: C

NEW QUESTION 22

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 25

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

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

Answer: C

NEW QUESTION 26

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 31

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

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

Answer: C

NEW QUESTION 33

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 37

How is Primary Key used?

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

Answer: C

NEW QUESTION 38

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

- A. The ability to set criteria to segment contacts based on behavior using SQL
- B. The ability to extract data from an Audience data extension for analysis

- C. The ability to set goals and have the system listen to see if users met the goal
- D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- E. The ability to update or create Salesforce CRM objects or records

Answer: CDE

Explanation:

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

NEW QUESTION 42

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 45

A company has one million subscribers. The company has a Masterdata extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns. How should the data be updated?

- A. A scheduled automation to import a file containing all of their subscribers.
- B. A scheduled automation to import a nightly file of updated or changed records.
- C. A scheduled automation to occur every 15 minutes to ensure the data is current.
- D. A file drop automation to execute an import every time a record is updated or added.

Answer: D

NEW QUESTION 50

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 53

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 55

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 60

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 61

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 66

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 68

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

Answer: CD

NEW QUESTION 70

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 71

Which one is NOT an offline tactic for capture email addresses?

- A. Inbound Sales calls
- B. Acquiring email for loyalty programs in store
- C. Request email during checkout
- D. Surveys at the counter
- E. Acquisition associated with a receipt or ticket delivery

Answer: D

NEW QUESTION 74

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 76

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

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

- A. Create dynamic rules based on customers' preferences in order to send specific content.
- B. Use AMPscript to dynamically pull in content associated with customers' preferences.D18912E1457D5D1DDCBD40AB3BF70D5D
- C. Send customers one email per preference choice to ensure customers receive what they want.
- D. Create emails to include all preference options so that customers don't miss any content.

Answer: AB

NEW QUESTION 79

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 83

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 86

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 89

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Email templates
- B. Preference Management
- C. Portfolio
- D. Data Extensions

Answer: A

NEW QUESTION 93

Northern Trail Outfitters stores all customer information in a data extension and would like to know how many people are subscribed to a particular newsletter. Which feature would provide this information?

- A. Filtered Publication List
- B. Data Filter
- C. Filtered Data Extension
- D. Measure

Answer: C

NEW QUESTION 95

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

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

Answer: D

NEW QUESTION 97

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

- A. The subscriber is unsubscribed from the publication list applied to the send
- B. The subscriber is added to the enterprise global unsubscribe list
- C. The subscriber is deleted completely from the sending account
- D. The subscriber is removed from the List used for the Send

Answer: AD

NEW QUESTION 101

A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior knowledge of SQL. Which tool he would use:

- A. Scheduled Send Emails
- B. Predictive Email
- C. Journey Builder
- D. Automation Studio

Answer: D

NEW QUESTION 102

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 104

Northern Trail Outfitters (NTO) would like to send shipping email notificationsto 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 108

A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

- A. Set Data Retention in the Properties of the data extension to delete records older than 30 days.
- B. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the eata extension.
- C. Set a reminder In the Campaign Calendar each day to manually delete the records from the data extension.
- D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

Answer: A

NEW QUESTION 113

A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.

What are two benefits ofensuring field lengths are accurate? (Choose two.)

- A. To ensure data integrity
- B. To determine the correct data type
- C. To optimize import process speed
- D. To save the data extension

Answer: BC

NEW QUESTION 115

A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.Which tool will produce the audience?

- A. Audience Builder
- B. Drag and Drop Segmentation
- C. Query Activity
- D. Guided Send

Answer: B

NEW QUESTION 119

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

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

Answer: A

NEW QUESTION 124

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 128

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

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

Answer: D

NEW QUESTION 133

A marketer wants to use personalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

- A. Personalization strings are case sensitive
- B. Personalization strings are noted by two sets of double percent symbols
- C. Personalization strings can appear in the subject line or body of the email
- D. When using subscriber data, the attribute or field should have a default value
- E. Personalization strings are limited to profile attributes

Answer: ABD

NEW QUESTION 136

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already in use. What creation method should the team use to create the new data extension?

- A. Create from Template
- B. Create from New
- C. Create from a Filtered Data Extension
- D. Create from Existing

Answer: D

NEW QUESTION 139

A new data extension named "Orders" contains order data. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:
OrderNumber: a unique alphanumeric order number
customerID: a numeric customer identification number
OrderDate: the system date and time for the order
Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A. The OrderNumber field will be a Number data type field
- B. All fields in the data extension are nullable
- C. CustomerID will be used as the Primary Key
- D. OrderNumber will be used as the Primary Key

Answer: D

NEW QUESTION 143

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 147

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

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

Answer: D

NEW QUESTION 151

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

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

Answer: D

NEW QUESTION 154

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

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

Answer: D

NEW QUESTION 158

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 162

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 167

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 171

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 173

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 178

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 182

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower. NTO wants to reverse this trend. How should they improve their engagement rates with unengaged subscribers?"

- A. Remove them from the list
- B. Send emails more frequently
- C. Request they resubscribe
- D. Send emails less frequently

Answer: B

NEW QUESTION 183

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 185

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 189

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 192

Northern Trail Outfitters wants to display the currentdate in order emails. What could they use to display the date in real-time?

- A. Reference Content
- B. AMPscript
- C. Enhanced Dynamic Content
- D. Live Content

Answer: B

NEW QUESTION 196

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 ofthe above

Answer: C

NEW QUESTION 199

Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio tosend 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 202

A Marketer developed an email with personalized content based on 5 geographical regions;

Northwest - Static Image; Southwest - Image carousel

Central - No content; Northeast - Static image;Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 3
- B. 6
- C. 4
- D. 5

Answer: A

NEW QUESTION 204

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 207

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 212

Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

- A. Offer email opt-in when customers create an account
- B. Use incentives such as a discount or free shipping to encourage opt-in
- C. Capture email addresses through the use of browser cookies
- D. Send emails to a purchased list witha request to opt-in

Answer: AB

NEW QUESTION 216

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

- A. Tracking Job Links tab > URL ID
- B. Tracking Click Activity tab > Email Overlay View
- C. Tracking Overview tab > Clicks
- D. Tracking Click Activity tab > Link View

Answer: B

NEW QUESTION 219

A marketer needs to test personalized content in an email prior to sending. How can the marketer easily minimize 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 220

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 223

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 228

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

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

Answer: ABE

NEW QUESTION 229

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 230

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Content Builder
- B. Template Editor
- C. Paste HTML
- D. Mobile Template Editor

Answer:

ABC

NEW QUESTION 233

Which feature can a 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 235

If all subscribers reside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

- A. Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status
- B. Create suppression lists for each communication type, and associate the suppression list with the email in the user-initiated send definition
- C. Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions
- D. Create publications lists for each communication type, and associate the publication list with the email send in the user-initiated send definition

Answer: D

NEW QUESTION 238

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 241

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 244

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 249

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 251

Northern Trail 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 252

Northern Trail Outfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

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

Answer: A

NEW QUESTION 257

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 traking 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 262

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

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

Answer: B

NEW QUESTION 265

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 270

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

Choose two answers

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

Answer: BD

NEW QUESTION 275

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

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

Answer: ABE

Explanation:

efinitions

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

User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program.

A user-defined email message interactionoccurs when you manually start the send, while a triggered message interaction occurs in response to an action or API

call. To put it in simpler words (TL/DR):

Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message. Usually used for Transactional messages (receipt, shipping, etc) and inside of 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 277

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 278

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 281

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. ImportActivity
- B. Import Wizard
- C. API
- D. Query Activity

Answer: ABC

NEW QUESTION 283

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

- A. Preselect email opt-in check boxes at online checkout.
- B. Add a "Sign Me Up" form to the homepage.
- C. Use a list of email addresses purchased from online vendors.
- D. Create an SMS campaign allowing customers to sign up for email.

Answer: BD

NEW QUESTION 288

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 291

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 292

Which action will the Validate tool complete when initiated?

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

Answer: B

NEW QUESTION 296

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 300

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 301

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 305

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 309

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 313

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

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

Answer: B

NEW QUESTION 318

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 319

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

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

Answer: A

NEW QUESTION 321

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

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

Answer: B

NEW QUESTION 323

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emailsto 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 325

Which app do you use to set the default greeting option?

- A. Distributed Marketing Administration
- B. Distributed Marketing Settings
- C. Journey Builder
- D. Administration

Answer: A

NEW QUESTION 328

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

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

Answer: B

NEW QUESTION 329

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."

Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

- A. A/B test the effectiveness of different subjects.
- B. Include information relevant to the message in the subject line.
- C. Include "RE:", "FWD:" etc." to get the reader's attention.
- D. Keep the subject text between 50 and 100 characters long.

Answer: AD

NEW QUESTION 334

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Move the content into the Shared Content folder in Content Builder.
- C. Create and share a new folder for the assets in Content Builder.
- D. Switch to Classic Content to move the assets into the Shared Content folder.

Answer: B

NEW QUESTION 338

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 340

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 344

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 348

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 349

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