

# 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

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 2

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 3

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

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

**Answer:** BD

#### NEW QUESTION 4

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

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

**Answer:** BD

#### NEW QUESTION 5

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 6

Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers.

How should their data extension be set up?

- A. Create a data extension with email address as the Primary Key and reply date and response fields as nullable.
- B. Create a data extension with email address, reply date, and response fields as nullable.
- C. Create a data extension with email address, reply date, and response fields as non-nullable.
- D. Create a data extension with email address as non-nullable; reply date and response fields as nullable.

**Answer:** C

#### NEW QUESTION 7

A marketer sends an early engagement email to contacts 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 8

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

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

**Answer:** CDE

#### NEW QUESTION 9

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

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

**Answer:** C

#### NEW QUESTION 10

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 10

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 12

Which two subscriber audiences can be created by using Measures in a Data Filter. Choose 2 Answers

- A. Subscriber within a 30-miles radius of a zip code
- B. Subscribers who have submitted spam complaints in the last week
- C. Subscriber who have opened an email in the past 30 days
- D. Subscriber who have not clicked in the past three months

**Answer:** CD

#### NEW QUESTION 14

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

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

**Answer:** A

#### NEW QUESTION 18

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 21

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

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

**Answer:** A

#### NEW QUESTION 25

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 29

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 30

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 33

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Keep SPAM complaints under 10%
- B. Keep SPAM complaints under .01%
- C. Make unsubscribe easy and honor immediately
- D. Email never mandatory for customer interaction
- E. Accurately identify the sender in the header information.

**Answer:** BCD

#### NEW QUESTION 34

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 37

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 42

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 43

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 47

A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension that contains all new subscribers from the previous week. What would the marketer create to automate the send and save time?

- A. A User initiated Email
- B. A Simple Send Email
- C. A recurring Send Schedule via Guided Send
- D. A Transactional Send Classification

**Answer:** C

#### NEW QUESTION 48

Which one is NOT an offline tactic for capturing 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 50

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 54

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 58

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 60

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 64

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 67

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 71

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 72

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 75

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 79

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 83

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 of ensuring 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 87

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 89

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 90

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 93

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 94

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

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

**Answer:** ACE

#### NEW QUESTION 95

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 98

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 99

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 100

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 105

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 108

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 109

A marketer wants to grow the company's email subscriber list via social channels and its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- A. Provide an opt-in checkbox on the mobile app registration form
- B. Promote content on social channels that requests an email address
- C. Search Facebook fans' profiles for mail addresses
- D. Send unsolicited requests on Twitter to sign up for email

**Answer:** AB

#### NEW QUESTION 111

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 113

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 118

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

- A. SQL Query Activity
- B. Audience Builder
- C. Filters
- D. Send Flow

**Answer:** C

#### NEW QUESTION 119

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 123

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

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

**Answer:** BD

#### NEW QUESTION 124

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 127

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 130

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 134

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 135

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 139

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 143

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 145

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 148

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 with a request to opt-in

**Answer:** AB

#### NEW QUESTION 151

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 156

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 159

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 163

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 167

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 168

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 172

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 175

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 178

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 181

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 186

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

- A. A call to action can be text or an image based button
- B. A call to action should be direct and action-oriented
- C. A call to action below the fold performs best
- D. Text buttons receive more clicks than graphics

**Answer:** CD

#### NEW QUESTION 187

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 191

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 194

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

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

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

**Answer:** A

#### NEW QUESTION 202

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech" How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

**Answer:** B

#### NEW QUESTION 204

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 205

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 210

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 211

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.

What are the four elements that are required for the creation of a dynamic content rule?

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

**Answer:** D

#### NEW QUESTION 216

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 217

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 218

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 223

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email: English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Use Query Activities
- B. Use Drag and Drop Segmentation to create data filters
- C. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- D. Use Drag and Drop Segmentation to create data filters, and the use Filter activities

**Answer:** CD

#### NEW QUESTION 227

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelines and 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 229

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

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

**Answer:** B

#### NEW QUESTION 231

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 234

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 239

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 241

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 244

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. Schedule Starting Source > Data Extract Activity > File Transfer Activity
- B. File Drop Starting Source > SQL Query Activity > File Transfer Activity
- C. Schedule Starting Source > SQL Query Activity > File Transfer Activity
- D. File Drop Starting Source > Data Extract Activity > File Transfer Activity

**Answer:** D

#### NEW QUESTION 246

A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard. What needs to be configured in the Marketing Cloud account?

- A. File Transfer
- B. Data Loader
- C. Enhanced SFTP
- D. Encrypted SFTP

**Answer:** C

#### NEW QUESTION 247

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 249

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 250

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 251

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 256

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 259

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Send Flow
- B. User-Initiated Email
- C. Send Activity
- D. Guided Send

**Answer:** D

#### NEW QUESTION 262

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 263

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 267

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

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

**Answer:** C

#### NEW QUESTION 269

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 273

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

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

**Answer:** A

#### NEW QUESTION 274

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 275

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 277**

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 278**

How can AMP script customize email messages?

- A: Provide advanced content personalization
- B: Insert responsive content based on the user's viewing device.
- C: Automate the flow of creating email messages.
- D: Automate the template creation process.

Northern Train Outfitters wants to display different content areas based on the subscriber data.

What can be used to accomplish this? Choose 2 answers

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

**Answer:** BC

**NEW QUESTION 279**

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