

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

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

Answer: B

NEW QUESTION 2

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

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

Answer: B

NEW QUESTION 3

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 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 5

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

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

Answer: A

NEW QUESTION 8

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

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

Answer: CDE

NEW QUESTION 9

What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

- A. Sender and recipient profiles
- B. Campaign and journey
- C. Email and journey
- D. Journey and contact

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

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. they are like Suppression lists; list of subscribers that don't want to receive your communications.
- B. subscribers who have a status (active, bounced, held, unsubscribed)
- C. May be subscribers who want to continue receiving messages.
- D. You select an Exclusion List at the time of send

Answer: BCD

NEW QUESTION 14

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 19

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 22

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

- A. Filter Activity

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

Answer: C

NEW QUESTION 23

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

- A. Ensure that the data extension contains a primary key
- B. Select the update type Add and Update
- C. Select the update type Overwrite
- D. Select the update type Add Only

Answer: AB

NEW QUESTION 27

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

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

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

Answer: BD

NEW QUESTION 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 34

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

- A. A From Name for each store location
- B. A dynamic From Name that pulls in the store location
- C. A new delivery profile that pulls in store location in the footer
- D. A new send classification for holiday promotions

Answer: BD

NEW QUESTION 38

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 40

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

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

Answer: D

NEW QUESTION 43

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 44

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 48

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 51

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

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

Answer: D

NEW QUESTION 55

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

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

Answer: BD

NEW QUESTION 56

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager?

Choose 3 answers

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

Answer: ADE

NEW QUESTION 58

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

What solution meets this specification?

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

Answer: A

NEW QUESTION 60

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email. Which results file format is available for selection when generating this report?

- A. Data File (.csv)
- B. Image File (.jpg)
- C. Word Document (.docx)
- D. Compressed File (.tar.gz)

Answer: A

NEW QUESTION 63

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 66

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 69

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 70

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- A. Email Open Tracking
- B. Stored Content Boxes
- C. Link tooltips
- D. Physical Mailing address

Answer: AC

NEW QUESTION 71

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 73

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 74

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 76

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 77

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 82

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

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

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

Answer: C

NEW QUESTION 84

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 85

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 86

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

Which activity should be used to achieve the backup automatically?

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

Answer: D

NEW QUESTION 91

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 95

Which is a benefit of Quick Send?

- A. Quickly approve Campaign Members for sending.
- B. Quickly send single Marketing Cloud messages to leads, contacts, or person accounts.
- C. Quickly send multi-message campaigns to leads, contacts, or person accounts.
- D. Quickly send Salesforce emails to leads, contacts, or person accounts.

Answer: B

NEW QUESTION 96

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the Import process.

In which two ways should the data extension and import be configured? Choose 2 answers

- A. Select the updatetype "Overwrite"
- B. Ensure the data extension has a Primary Key
- C. Select the update type "Add and Update"
- D. Select the update type "Add Only"

Answer: CD

NEW QUESTION 98

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 101

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the AllSubscriber Lists.

- A. The email will be sent to the email address stored on All Subscriber Lists
- B. The email will be sent to the email address stored on Data Extension
- C. The email will be sent to the field marked as the Primary Key
- D. The email will besent to the subscriber Key on All Subscribers List

Answer: A

NEW QUESTION 104

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 109

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

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

Answer: ABE

NEW QUESTION 112

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 117

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 121

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 123

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

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

Answer: BD

NEW QUESTION 126

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 127

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension. What activity is designed to address this scenario?

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

Answer: A

NEW QUESTION 130

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

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

Answer: D

NEW QUESTION 131

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

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

Answer: AB

NEW QUESTION 134

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 139

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. Sendemails less frequently

Answer: B

NEW QUESTION 141

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 142

Northern TrailOutfitters (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 145

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture.Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Refresh the data filter
- B. Add to Data Extension
- C. Send the email via Triggered Send
- D. Add a new subscriber to a list

Answer: BC

NEW QUESTION 147

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 151

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 153

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

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

Answer: CD

NEW QUESTION 156

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 160

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 161

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 164

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

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

Answer:

A

NEW QUESTION 167

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear. Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

Answer: C

NEW QUESTION 168

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 173

A marketer wants to run an Account Send Summary report. Which option can be configured when running this report? (Choose 3)

- A. Report results delivery location
- B. Report results file format
- C. Error report log location
- D. Date range parameters
- E. Error handling parameters

Answer: ADE

NEW QUESTION 175

A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.

Which two ways should Path Optimizer be configured to select the better subject line? Choose 2 answers

- A. Split the audience equally and configure a holdback population for a control.
- B. Split the audience equally and automatically choose the winning path based on Open Rate.
- C. Split the audience equally and wait at least seven days to select a winner.
- D. Split the audience equally and manually choose the winning path based on Email Engagement Stats.

Answer: BD

NEW QUESTION 178

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

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

Answer: B

NEW QUESTION 179

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

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

Answer: C

NEW QUESTION 181

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 183

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 187

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 188

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 189

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 193

Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

- A. From Name, Preheader, and Dynamic Rules
- B. From Name, Sender Profile, and Subject Line
- C. From Name, Sender Profile, and Domain
- D. From Name, Preheader, and Subject Line

Answer: D

NEW QUESTION 195

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 198

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 203

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 foreach campaign.

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

Answer: B

NEW QUESTION 205

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 208

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.

Which tool should they use?

- A. List unsubscribe
- B. Profile attributes
- C. Publication lists
- D. Suppression lists

Answer: C

NEW QUESTION 211

A marketer would like to improve open rates for weekly email campaigns.

On which area of email design should the marketer focus?

- A. Footer
- B. Email Body
- C. Envelope Content
- D. Link Content

Answer: C

NEW QUESTION 216

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used to accomplish this task?

- A. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- B. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- C. Create a Test data extension that contains the five content variations the two team members need to validate.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview 'myTestData.'"

Answer: B

NEW QUESTION 219

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

- A. Data Extract Activity Interaction
- B. Import Subscriber Wizard
- C. Import Activity Interaction
- D. Manual Data Filter Refresh

Answer: B

NEW QUESTION 222

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 226

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 230

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

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

Answer: A

NEW QUESTION 233

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 234

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Activity to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

Answer: A

NEW QUESTION 237

Which feature can segment on behavioral data?

- A. Data Filter
- B. Data Extension
- C. Import Activity
- D. Tracking

Answer: A

NEW QUESTION 242

Where do you click Connect Campaign to associate a campaign with a journey?

- A. Journey Builder
- B. The Campaign Messages component on the campaign record
- C. The Campaign Messages component on the Lead or Contact record
- D. Email Studio

Answer: A

NEW QUESTION 245

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 248

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 253

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 256

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 NTO brand

Answer: BD

NEW QUESTION 260

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 262

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

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

Answer: ABC

NEW QUESTION 265

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 269

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 272

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 277

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

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

Answer: CD

NEW QUESTION 281

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

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

Answer: C

NEW QUESTION 282

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 284

Northern Trait 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 286

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 289

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 294

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 297

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 302

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 303

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 306

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 307

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 312

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

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

Answer: B

Explanation:

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

NEW QUESTION 314

To make a data extension sendable what must it contain. (Select Two)

- A. Email Address
- B. Primary Key
- C. Subscriber Key
- D. Link ToolTip

Answer: AC

NEW QUESTION 318

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 322

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

- A. Limit the email text to 250 words.
- B. Send to the entire subscriber base.
- C. Personalize the email content.
- D. Use an infographic email template

Answer: C

NEW QUESTION 325

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 326

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