# Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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

**NEW QUESTION 1**
A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

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

**Answer:** CDE

**NEW QUESTION 2**
What is a table within the application database that stores sendable subscriber data as well as relational data like purchases, inventory, rewards programme data?

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

**Answer:** B

**NEW QUESTION 3**
A team wants toimport a fife with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

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

**Answer:** C

**NEW QUESTION 4**
A local craft store is implementing the Marketing Cloud and will beusing 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**
Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.
Which two best practices should NTO employ when sending email? Choose 2 answers

A. Send generic content to appeal to all audiences.
B. Send multiple emails a day to keep the brand top of mind.
C. Set cadence expectations up front with subscribers.
D. Use subscriber data to dynamically populate email content.

**Answer:** CD

**NEW QUESTION 6**
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 7**
Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder?
Choose 3 answers

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

**Answer:** CDE

## NEW QUESTION 8
How are the test audiences for an A/B test selected? (Choose 2)

A. The testadministrator chooses which subscribers to place in each audience
B. The system automatically uses 15% of the population for each audience
C. The system randomly places target subscribers into the selected audiences
D. The test administrator selects a percentage or a fixed number of target subscribers from the total for each audience

**Answer:** CD

## NEW QUESTION 9
NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

A. Local folder structure
B. Search field
C. Content Type filter
D. Email Type
E. Tags filter

**Answer:** ABE

**Explanation:**
https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/

## 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 10
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 13
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 16
Which two subscriberaudiences 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 17
A marketer would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

A. Send Email

B. Guided Send
C. Send Preview
D. Test Send

**Answer:** A

## NEW QUESTION 21

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.
How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

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

**Answer:** A

## NEW QUESTION 22

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a testemail.
How should a marketer accomplish this task without compromising the email content?

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

**Answer:** C

## NEW QUESTION 24

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." Whatfeature 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 26

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 30

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

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

**Answer:** C

## NEW QUESTION 34

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

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

**Answer:** D

## NEW QUESTION 39

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCBD40AB3BF70D5D 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 44
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 47
NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

A. The ability to set criteria to segment contacts based on behaviorusing SQL
B. The ability to extract data from an Audience data extension for analysis
C. The ability to set goals and have the system listen to see if users met the goal
D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
E. The ability to update or create Salesforce CRM objects or records

**Answer:** CDE

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


## NEW QUESTION 51
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 53
Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketingD18912E1457D5D1DDCBD40AB3BF70D5D team manages what images, copy, suggested items, and call-to-actionare 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. Aproof 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 57
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 61
Which method of storing subscriberinformation 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 63**
A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter,weekly promotions, and a birthday email.
How should they manage unsubscribes by communication type?

A. Create suppression lists for each communication type, and associate the suppression list on the send definition.
B. Create separate data extensions foreach communication type and customize the subscription page.
C. Create a Boolean field for each communication type in the data extension and update the Profile Center.
D. Create publication lists for each communication type, and associate the publication list on the send definition.

**Answer:** D

**NEW QUESTION 67**
A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.
Which tool can be used to segment the data? (Choose 2)

A. Drag & Drop Segmentation
B. Data Extract Activity
C. Send Definition
D. Query Activity

**Answer:** AD

**NEW QUESTION 71**
Northern Trail Outfitters (NTO) needs to create a sendable data extension that will contain its customers' information. NTO's customersare identified by a unique alphanumeric Customer ID, and Email Address is a required field.
How should the data extension be configured?

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

**Answer:** A

**NEW QUESTION 76**
After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio.
Where should this action be initiated in Marketing Cloud?

A. Contact Builder > Contacts Configuration
B. Email Studio > All Subscribers
C. Administration > Contacts
D. Contact Builder > All Contacts

**Answer:** A

**NEW QUESTION 80**
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 84**
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 thisspecification?

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

**Answer:** A

**NEW QUESTION 85**
Which one in NOT an offline tactic for capture email addresses?

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

**Answer:** D


**NEW QUESTION 89**
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 94**
A marketer created dynamiccontent for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of
subscribers.
How should the marketer proceed?

A. Select the "Preview" tab withinthe Classic Content tool.
B. Create a user-initiated email to send to the list of subscribers.
C. Use the Test Send tool to trigger copies of the email.
D. Using the Subscriber Preview tool, cycle through the list of subscribers.

**Answer:** D


**NEW QUESTION 95**
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 98**
A national landscaping company wants to send targeted emails tocustomers 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 dataextensions. 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 102**
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 105**
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 107**
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 110**
A customer has a Send Log they are using to track the email addresses that were sent to, date andtime 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 beused to achieve the backup automatically?

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

**Answer:** D

**NEW QUESTION 115**
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 116**
A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.
What are two benefits ofensuring field lengths are accurate? (Choose two.)

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

**Answer:** BC

**NEW QUESTION 118**
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 121**
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 123**
Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.
What is the recommended design approach?

A. Responsive Design
B. Desktop-centnc Design
C. Static Design
D. Mobile-aware Design

**Answer:** D

**NEW QUESTION 127**
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 128**
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. Makeunsubscribing easy
D. Make unsubscribing easy, no more than 4 clicks
E. Only use the email address offered

**Answer:** ACE

**NEW QUESTION 130**
Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails.
After submittal, NTO specialists want to make sure the emails are reviewed before approval. What feature should the NTO marketingteam employ?

A. Standard Workflow Approval
B. Content Detective
C. Preview Tab
D. Two-Step Workflow Approval

**Answer:** C

**NEW QUESTION 135**
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 139**
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 140**
A marketer wants to overwrite the data in adata extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

A. Create an import using the Import Wizard in Automation Studio.
B. Create an Import Activity and execute it manually.
C. Create an import using theImport Wizard in the Email Application.
D. Create an Import Activity to use in a workflow in Automation Studio.

**Answer:** D


**NEW QUESTION 141**
Select three true statementsabout 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 144**
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 147**
Northern Train Outfitters sends email orderconfirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

**Answer:** A


**NEW QUESTION 148**
The marketing team would like to sendan 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 152**
A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers beassociated with?

A. The Customer_ID field in the Data Extension
B. The Subscriber ID in a System Data View Table
C. The Email_Address field in the Data Extension
D. The Email Address Profile Attribute

**Answer:** A


**NEW QUESTION 154**
A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this beaccomplished? (Choose 2)

A. Select the data type as Text
B. Set a custom maximum length of six
C. Create restricted values
D. Select the attribute as required

**Answer:** CD


**NEW QUESTION 156**
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 161**
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 165**
Northern Train Outfitters has a Master Customer List in a shareddata extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

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

**Answer:** C

**NEW QUESTION 170**
Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.
Which two elements of the send canbe reviewed with Approvals? Choose 2 answers

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

**Answer:** BC

**NEW QUESTION 172**
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 177**
The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are intheir Tent Purchasers data extension and their Tent Browsers data extension.
How should this new audience be created?

A. Create a Filter Activity in Automation Studio to combine the two data extensions.
B. Build a Group based on a Data Filter to combinethe two data extensions.
C. Export both data extensions and import into a new data extension.
D. Populate a data extension using an SQL Query Activity in Automation Studio.

**Answer:** C

**NEW QUESTION 178**
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 180**
NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form,NTO would like to require email address and reply date and response for subscriber'scompleting the form, how should NTO will set the data extension

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

**Answer:** A

NEW QUESTION 182
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 187
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 189
A marketer wants to run an Account Send Summaryreport. 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 193
Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

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

**Answer:** AB

NEW QUESTION 194
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 195
Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URLis 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 thisinformation?

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

**Answer:** B

**NEW QUESTION 198**
What two additional best practices could be applied to the company's new email design? Choose 2 answers

A. Mobile optimized emails
B. Corresponding call-to-action included in primary message
C. Use of emojis in preheader text
D. A mix of old branding with new branding

**Answer:** A


**NEW QUESTION 199**
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 200**
A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrorslogic 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 204**
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 206**
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 themarketer 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 207**
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 onthe 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 inthe 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 209**
A marketer is designing email for mobile devices.
Which three design best practices would the marketer use? Choose 3 answers

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

**Answer:** ABE

**NEW QUESTION 211**
Which 3 options are available to create a template in marketing cloud? Choose 3

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

**Answer:** ABC


**NEW QUESTION 213**
A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is"File Not Found."
Which two steps should resolve the issue? Choose 2 answers

A. Use the Import Wizard to point to rename the file on the FTP.
B. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.
C. Ensure the name of the file in the Import Activity matches the file name on the FTP.
D. Change the file format from "comma separated value" to "tab delimited."

**Answer:** BC


**NEW QUESTION 216**
Which feature can a marketeruse 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 219**
If all subscribersreside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

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

**Answer:** D


**NEW QUESTION 221**
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 222**
Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are
concerned aboutthe 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 be used to specify which IP address is used for retail vs. corporate?

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

**Answer:** A


**NEW QUESTION 227**
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 231**
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 236**
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 tosend "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 241**
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 245**
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 cansegmentation with this scenario be accomplished?

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

**Answer:** B


**NEW QUESTION 248**
Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance itsemail viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

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

**Answer:** D


**NEW QUESTION 251**
NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a databasethis data is saved into a data extension in the marketing cloud and then called into the emails dynamically, each time a change is made to the content a new updated file is dropped on NTOsftp, a proof email is being send to business stake holders for finalapproval.
Using automation studio how can NTO assure that the catalogue stays up to date

A. create and AP drivento put the data directly into data extension when any data is changed.
B. create a schedule automation that runsevery 15 min to import the filemultiple times a day.
C. create a file drop automation to import the files when placed on the specific directory on the…. FTP.
D. create a schedule automation to import the file and send two email each time when changes were detected.

**Answer:** C


**NEW QUESTION 256**
Northern Trail Outfitters (NTO) is currently sending out a single welcomeemail when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.
How can this be accomplished most efficiently?

A. A series of A/B tests to determine the number of emails.
B. Automation Studio with three separate Welcome automations.

C. Journey Builder using a Random Split with three branches.
D. Journey Builder using a Decision Split with three branches.

**Answer:** C

**NEW QUESTION 259**
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 260**
When the number of subscribers exceeds one million records, whichdata model is preferred?

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

**Answer:** B

**NEW QUESTION 265**
TO would like to evaluate which email content customers click most frequently. The email team wants to track clickbehavior for all linked hero image using the naming convention "Hero CTA".
What are two method two ensure click behavior on these images is tracked with this naming convention.

A. Include "Hero_CTA" in the link tooltip field for each link
B. Add""Hero_CTA" to the traking alias field for each link
C. Include "Hero_CTA" in the link filename for each hero Image
D. Include an alias attribute in each anchor tag and populate it with "Hero_CTA"

**Answer:** CD

**NEW QUESTION 269**
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 270**
A retailer has been gathering emailaddresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy toaddress this.
Which strategy should be used?

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

**Answer:** D

**NEW QUESTION 271**
A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

A. confirm that each contentarea specified in the dynamic content rules existed.
B. Identify phrases like click here or free that could be marked as spam
C. ensure subscriber status at the time of send subscribe or bounced.
D. ensure subscriber have not subscribed or are undeliverable.

**Answer:** A

**NEW QUESTION 272**
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 customerstill 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 toautomate 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 useFilter activities
D. Use Drag and Drop Segmentation to create data filters, and the use Filter activities

**Answer:** CD

**NEW QUESTION 273**
A NTO branding guidelines require heavy use of imaginary on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelinesand ensure subscribers are getting the best experience possible.
Choose two answers

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

**Answer:** BD

**NEW QUESTION 275**
Which send process can use Sender Profiles? (Choose 3)

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

**Answer:** ABE

**Explanation:**
 efinitions
Triggered Send Definition - A triggered email is a message that Marketing Cloud sends to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after acustomer makes a purchase is a triggered email.
User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program. A user-defined email message interactionoccurs when you manually start the send, while a triggered message interaction occurs in response to an action or API call. To put it in simpler words (TL/DR):
Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message. Usually used for Transactional messages (receipt, shipping, etc) and inside of Journies.
User Initiated Send - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution or to allow for repeatable scheduling inside of anAutomation. (e.g. Monthly newsletter, daily update email, etc.)

**NEW QUESTION 279**
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 281**
What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

A. 5 business days
B. 30 calendar days
C. 10 business days
D. 24 hours

**Answer:** C

**NEW QUESTION 282**
Which three content blocks do you need to create using AMPscript to enable personalization?

A. First Name, Introduction, Conclusion
B. Full Name, Introduction, Conclusion
C. Greeting, First Name, LastName
D. Greeting, Introduction, Conclusion

**Answer:** D

**NEW QUESTION 283**
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 285**
A marketer uses Email Approvals. In which send process must an email have an"Approved" status prior to send? (Choose 3)

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

**Answer:** ABD


**NEW QUESTION 290**
A marketing manager wants to provide unique content to each customer in an upcoming email campaign.
Which three features could be used to create individualized content in the email? Choose 3 answers

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

**Answer:** ABD


**NEW QUESTION 295**
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 298**
Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverabihty 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 deliverabihty? 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 299**
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 302**
Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importingsubscribers 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 305**
What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

A. Style Block
B. Code Snippet
C. Script Activity
D. Free Form Code Block

**Answer:** A


**NEW QUESTION 310**
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 alignwith 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 ofemails.
D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

**Answer:** CD


**NEW QUESTION 312**
A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

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

**Answer:** B


**NEW QUESTION 316**
Northern Trail Outfitter's Quality Assurance process requiresthat 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 319**
Which variable can be tested using the A/B testingtool? (Choose 3)

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

**Answer:** ABD


**NEW QUESTION 321**
An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."
Whichtwo best practices should the marketer use to make the subject line more effective? Choose 2 answers

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

**Answer:** AD


**NEW QUESTION 325**
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 327**
What is an Automation Studio activity? (Choose 3)

A. Wait Activity
B. Send Email
C. Triggered Send
D. Transfer File Activity
E. A/B Test Send Activity

**Answer:** ABD


**NEW QUESTION 328**
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 329**
What are the key ways to improve email deliverability in emailmarketing? (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 332**
If you don't have the option for offline tactics what could you consider? (Select 3)

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

**Answer:** ABC


**NEW QUESTION 336**
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 close.
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 automationto 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 onthe EnhancedFTP

**Answer:** A


**NEW QUESTION 338**
Which strategy will improve email deliverability? (Choose 3)

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

**Answer:** ADE


**NEW QUESTION 343**
Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP. Which automation configuration should be used to achieve this?

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

D. File Drop Automation > SQL Query Activity > File Transfer Activity

**Answer:** B

**NEW QUESTION 344**
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 349**
As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

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

**Answer:** C

**NEW QUESTION 351**
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 templat

**Answer:** C

**NEW QUESTION 356**
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. AMPscnpt with grid-based layout
C. CSS3 media queries
D. GTL with tables

**Answer:** A

**NEW QUESTION 361**
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