Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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 two best practices should thecustomer follow to ensure marketers across the company are taking full advantage of Content Builder?
Choose 2 answers

A. Plan for content to be used cross-channel, eliminating duplicates.
B. Create folders for each type of uploaded content.
C. Import all content up front, rather than piece by piece.
D. Optimize the way content is stored with a naming convention.

Answer: AD

NEW QUESTION 3
Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional1:1 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 4
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 combineddata
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 5
A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click
here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA?Choose two answers.

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

Answer: AD

NEW QUESTION 6
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 7
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 8
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 9
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 10
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 10
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 15
A marketing team wants to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email.
Which tool should be used to execute this process?

A. Filter Activity
B. Data Extract Activity
C. Automation Studio
D. Journey Builder

Answer: C

NEW QUESTION 19
Which metric is the measure of emails rejected by a server due to permanent conditions such as"user unknown" or "domain not found"?

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

Answer: D

NEW QUESTION 22
Northern Trail Outfitters' marketing team includes the nearest store tocustomers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes.
How can this be achieved?

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

Answer: C

NEW QUESTION 27
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 30
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 32
A marketer needs to ensure that customers on a list want to be email subscribers. Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when usingWeb Collect functionality. What is the optimal way to accomplish this task?

A. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
B. Configure to return an error message for any email address that does not conform to standard conventions.
C. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
D. Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Answer: B

NEW QUESTION 35
The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.
Which method should the team use to accomplish this goal?

A. Create a list of inactive subscribers and suppress them from campaigns.
B. Remove inactive subscribers from the target population.
C. Create a re-engagement campaign for all subscribers asking to opt-in again.
D. Create a re-engagement campaign for inactive subscribers asking to opt-in again.

Answer: D

NEW QUESTION 37
Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

A. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
B. The subscriber is automatically unsubscribedfrom All Subscribers at the enterprise level
C. The subscriber is automatically unsubscribed from the business unit from which the send originated
D. The subscriber is automatically unsubscribed from the list from which the send originated

Answer: A

NEW QUESTION 38
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 40

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 44
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 48
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 53
A national public university distributed anewsletter 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 55
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 58
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 59
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 63
A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automationstudio?

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

Answer: D

NEW QUESTION 64
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 66
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 70
A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

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

Answer: A

NEW QUESTION 74
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 77
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 81
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 84
A marketer plans to send a transactional email.
Which three criteria should be met to ensure compliancewith the CAN-SPAM Act? (Choose three.)

A. The subject line contains a promotion to entice the recipient.
B. The email body presents the transactional content prior to any commercial content.
C. The email body presents any commercial content prior to the transactional content.
D. The email confirms a transaction between the recipient and sender.
E. The subject line is transactional in nature and non-promotional.

Answer: BDE

NEW QUESTION 87
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 90
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 91
A new data extension named "Orders" contains order data. One row is recorded for each customer's order. Customers can place multiple orders.The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:
OrderNumber: a unique alphanumeric order number customerID: a numeric customer identification number OrderDate: the system date and time for the order Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

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

Answer: D

NEW QUESTION 96
Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.
Which two activities should NTO consider using? (Choose two.)

A. SQL Query Activity
B. Segment Activity
C. Filter Activity
D. Data Extract Activity

Answer: AC

NEW QUESTION 99
What is a purpose of marking an attribute as hidden?

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

Answer: D

NEW QUESTION 103

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 105

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day. The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.
In this scenario, what best practice was achieved?

A. Opting customers in automatically
B. Personalized recommendations
C. Sending multiple emails in one day
D. Preventing customers from opting out

Answer: B

NEW QUESTION 108

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 111

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to makesure the emails are reviewed before approval.
What feature should they employ?

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

Answer: D

NEW QUESTION 115

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

A. Subscriber Group
B. Send Log
C. Data Filter
D. Web Collect

Answer: D

NEW QUESTION 117

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 119

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 120
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 125
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 128
A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.
Which two statements are correct about the emailsend behavior for any subscriber who currently does NOT exist on the All Subscribers List?
Choose 2 answers

A. The email address and Subscriber Key will be added to the All Subscribers List.
B. The subscriber will be added to the All Subscribers List witha status of Active.
C. If the CustomerJD field does not exist on the All Subscribers List, the email send will fail.
D. The Primary Key and demographic data will be added to the All Subscribers List.

Answer: AB

NEW QUESTION 133
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 135
A marketing associate at Northern Trail Outfitters must design an email campaign for the company's newwinter offerings. Which email design best practice would the associate implement in this campaign?

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

Answer: B

NEW QUESTION 140
NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, nonsendable data extension named Loyalty Members. Which field on the he Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

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

Answer: C

NEW QUESTION 143
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 148
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 151
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 153
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 154
When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

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

Answer: CD

NEW QUESTION 155
Northern Trail Outfitters wants to send a promotional offer every Friday morning between 9:00 and 11:00 a.m. The content of the will change on aweekly basis.
The promotional email will be sent to subscribers in the Promotions Data Extension.
What send method should be used to minimize errors?

A. Send Email Activity
B. Recurring Send Schedule via Guided Send
C. Send Flow
D. Triggered Send

Answer: D

NEW QUESTION 158
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 163
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 166
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 170
A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of thesystems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.
Which solution should they use to maintain subscriber status?

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

Answer: D

NEW QUESTION 175
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 179
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 180
Which feature cansegment on behavioral data?

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

Answer: A

NEW QUESTION 181
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 186
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 190
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 192
Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails. What best practice should NTO employ?

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

Answer: B

NEW QUESTION 196
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 199
What are the ways that data can be imported into the marketing cloud? (Choose 3)

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

Answer: ABC

NEW QUESTION 202
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 207
NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

A. Filter Activity
B. Data Filter
C. SQL Query
D. Filtered Group

Answer: A

NEW QUESTION 212
What three methods are used to import data into a data extension?

A. API, Import Filter, and Import Activity
B. API, Data Filter, and Import Activity
C. Import Wizard, Data Filter, and Import Activity
D. Import Filter, Import Data, and Automation
E. API, Import Wizard, and Import Activity

Answer: E

NEW QUESTION 217
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 219
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 220
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 224
Whichis a fundamental component of coding responsive emails?

A. CSS3 @media Queries
B. Span Tags
C. SQL Queries
D. Anchor Tags

Answer: A

NEW QUESTION 226
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 227
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 231
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 236
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 sendingemail 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. Relatethe Email address to the Suscriber Key

Answer: AD

NEW QUESTION 240
A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. they woulldlike to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

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

Answer: C

NEW QUESTION 241
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 246
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