Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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NEW QUESTION 1

A team wants to import 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 2

Northern Trail Outfitters wants to create a landing page that contains subscriber information passed to it from email links on the page. They use a Smart Capture form to capture email addresses, reply dates, and responses from subscribers.
Mow should their data extension be set up?

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

Answer: C

NEW QUESTION 3

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter. The second step is to personalize content based on the data that has been collected from subscribers.
What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

A. Use a substitution string to populate a subscriber's name in the subject line.
B. Use a substitution string to populate a photo of the subscriber in the header of the email.
C. Change the color of the email background to match their subscribers' preferred color of choice.
D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

Answer: BC

NEW QUESTION 4

An email marketer is writing the next send's subject line. What can the marketer do to make the subject line more effective? (Choose 2)

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 reader's attention
D. Keep the subject text between 50 to 100 characters long

Answer: AB

NEW QUESTION 5

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 6

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale."
What feature should be used to target these members?

A. Email Send Report
B. Group Refresh
C. Engagement Split
D. SQL Query Activity

Answer: C

NEW QUESTION 7

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 8
Which data model should be used to create a Group?

A. Active Audiences
B. Data Filters
C. Lists
D. Data Extensions

Answer: C

NEW QUESTION 9
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 10
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 10
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: D

NEW QUESTION 12
Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

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

Answer: BCD

NEW QUESTION 14
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 16
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 17
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 22
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 26
A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email.
Which results file format is available for selection when generating this report?

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

Answer: A

NEW QUESTION 28
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 30
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 35
Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests.
In which two ways should NTO honor customers' preferences when creating emails? (Choose two.)

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

Answer: AB

NEW QUESTION 36

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

A. Data Extract Activity
B. SQL Query Activity
C. Send Definition
D. Filters

Answer: BD

NEW QUESTION 37
What is a personalization string?

A. A snippet of text that inserts subscriber attributes into an email
B. An automated way of scraping a website for content to populate inside of an email
C. The snippet of text at the top of the email that is visible before an email has been opened
D. A content area that will display based on a subscriber attribute

Answer: A

NEW QUESTION 42
A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

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

Answer: A

NEW QUESTION 45
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 49
A marketer plans to send a Commercial email.
Which two criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose two.)

A. Include a phone number to call.
B. Include the mailing address of the sender.
C. Ensure an opt-out link is present.
D. State why the subscriber is receiving the email

Answer: BC

NEW QUESTION 50
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 52
A marketer would like to improve open rates for weekly email campaign. On which area of email design should the marketer focus?

A. Envelope content
B. Footer
C. Email body
D. Link Content

Answer: A

NEW QUESTION 57

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 61
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 65
What can be used to join two data extensions to segment via Drag and Drop Segmentation?

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

Answer: A

NEW QUESTION 67
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 70
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 71
A marketer wants to usepersonalization strings to create individualized content for an upcoming send. What would the marketer need to know to understand how to use personalization strings? (Choose 3)

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

Answer: ABD

NEW QUESTION 75
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 79
A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company's subscribers. What is a key component of optimized email design? (Choose 3)

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

Answer: ABE

NEW QUESTION 80
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 81
Northern Trail Outfitters sent three differentemails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails. Which feature will enable this?

A. Include Measures within a Filter
B. Email Comparison Report
C. Email Send Report
D. Compare Email Sends on the Tracking page

Answer: D

NEW QUESTION 82
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 87
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 89
A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture.Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

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

Answer: BC

NEW QUESTION 91
NTO just hired a new associate whose …email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

A. hyperlinks
B. from name
C. send count
D. subject line

Answer: BD

NEW QUESTION 93
Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio tosend shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.
What is the correct sequence of Activities for this File Drop Starting Source?

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

Answer: D

NEW QUESTION 96
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 101
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 104
Identify the best practices for interacting with potential and active subscribers. (Choose 3)

A. Buy email lists
B. Permission is specific to an address even if you know others.
C. Opt-in via SMS in not Opt-in via email (And vice versa)
D. Opt-ins are brand specific, don't share with other brands.
E. In store loyalty programs

Answer: BCD

NEW QUESTION 109
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 110
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 114
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 118
A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

A. Test Send
B. User-Initiated Email
C. Send Flow
D. Triggered Email

Answer: D

NEW QUESTION 122
Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

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

Answer: A

NEW QUESTION 124
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 125
A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.
Which tool should they use?

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

Answer: C

NEW QUESTION 130
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 131
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 136
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 139
Northern TrailOutfitters wants to create a dynamic welcome series to make each email more relevant to its subscribers. The second email in the series should send customers down a predetermined path based on click activity within the first email. Which Journey Builder activity should be used?

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

Answer: A

NEW QUESTION 140
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 144
Where do you click Connect Campaign to associate a campaign with a journey?

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

Answer: A

NEW QUESTION 145
Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.
How can access to the Master Customer table be restricted?

A. Shared Data Extension Permissions
B. Date/Time Range for Access
C. Data Extension Sharing Rules
D. Manage Data Extension Policies

Answer: A

NEW QUESTION 149
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 153
Which recipient option isavailable with Simple Send? (Choose 2)

A. Group
B. Data Filter
C. Data Extension
D. Audience
E. List

Answer: AE

NEW QUESTION 155
A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.
Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio?
Choose 2 answers

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

Answer: BD

NEW QUESTION 156
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 158
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 163
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 168
Northern Trait Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.
Which automation configuration should be used to achieve this?

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

Answer: D

NEW QUESTION 173
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 175
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 178
A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

A. Click Through Rates
B. List Growth Rates
C. Influenced Revenue
D. Bounce Rate

Answer: A

NEW QUESTION 181
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 182
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 183
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 186
NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards JourneyBuilder due to the available activities. Which three Canvas Activities are available in Journey Builder?
Choose 3 answers

A. Wait Until
B. Query Activity
C. Decision Split
D. Post to Facebook
E. Send SMS

Answer: ACE

NEW QUESTION 191
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