

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

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

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

Answer: BD

NEW QUESTION 3

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 4

Northern Trail Outfitters want to test five different welcome email paths in Journey Builder. After seven days, they want to send all new journey entrants along the path with the greatest click-through rate. How could these criteria be met?

- A. Use Path Optimizer, select Click Rate as the winner evaluation, and select 7 days as the engagement monitor
- B. Use Engagement Split, select Clicks on the Message Metrics, and add a Wait By Duration of 7 days
- C. Use Random Split, create 5 Paths with equal distribution, add an Email and Wait By Duration of 7 days
- D. Use Decision Split, select Journey Data for the path criteria, and revisit the journey 7 days after activating

Answer: B

NEW QUESTION 5

Northern Trail Outfitters (NTO) sent an email with a Conversion Tracking Link that links to a promotion page in the NTO website. How can the marketing team review conversions for a specific email send?

- A. Run a Conversion Report for this tracking link
- B. View Conversions tab of the email send's tracking page
- C. Select Conversion Data from the Tracking menu
- D. Create a Query Activity using Conversions Data View

Answer: B

NEW QUESTION 6

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

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

Answer: C

NEW QUESTION 7

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 8

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 9

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 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 10

How are publication lists used in the Marketing Cloud?

- A. To send communication to all subscribers, regardless of opt -in status.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To allow subscribers to opt-down/out instead of unsubscribing from all.

Answer: D

NEW QUESTION 13

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 unsubscribed from 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 15

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 20

What is a function of the Content Detective tool?

- A. It helps guarantee placement of emails into the inbox
- B. It helps display content in a content box
- C. It helps identify spam triggers in email content and subject lines
- D. It helps track customer traffic generated by content areas within a email

Answer: C

NEW QUESTION 25

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

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

Answer: C

NEW QUESTION 28

A marketer created dynamic content 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 within the 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 29

What is triggered automation?

- A. An automation that is triggered based on a schedule that has been defined
- B. An automation that is initiated when a designated value in a data extension is changed
- C. An automation that is initiated when a file is dropped into a designated Enhanced FTP Folder
- D. An automation that triggers an email to be sent based on a user Initiated Email definition

Answer: C

NEW QUESTION 31

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 32

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up.

The second email is sent 1 day after the account has been set up to prompt the user to make a purchase.

The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions

The brand's marketing team want to send campaign from the data extension.

- A. Create a filter and a data extension key, an interaction and a user-initiated send.
- B. Create a measure and a data filter, a filter activity then use a triggered send.
- C. Create a filter and a data extension key, an interaction and a triggered send.
- D. Create a measure and a data filter, a filter activity then use a guided send.

Answer: D

NEW QUESTION 35

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 40

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

Which activity should be used to achieve the backup automatically?

- A. Import File

- B. Data Extract
- C. SQL Query
- D. Filter

Answer: D

NEW QUESTION 41

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 44

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 46

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 50

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 55

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 56

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 59

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 62

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

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

Answer: BD

NEW QUESTION 63

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 68

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 70

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 71

A marketing manager is looking at the Tracking Overview Tab from a send to an audience of 1000, where the Total Opens are 1000, but the Unique opens are 100. They are excited about having a 100% open rate.

What should they know about Total Opens?

- A. Total opens indicates how many subscribers opened the email.
- B. Total opens includes every time the email was displayed with images.
- C. Total opens w a great indicator of campaign success.
- D. Total opens may not include email clients that render email with images off.

Answer: B

NEW QUESTION 76

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 81

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 84

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their 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 combine the 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 89

Northern Trail Outfitters wants to display the current date in order emails. What could they use to display the date in real-time?

- A. Reference Content
- B. AMPscript
- C. Enhanced Dynamic Content
- D. Live Content

Answer: B

NEW QUESTION 90

Northern Trail Outfitters' branding guidelines require heavy use of imagery on their website, apps, emails, ads, etc.
In which two ways could they optimize email design to honor branding guidelines and ensure subscribers are getting the best experience possible?
Choose 2 answers

- A. Style alt text for when images do not display automatically.
- B. Add background colors that match branding.
- C. Use custom corporate font to match their brand.
- D. Make the email completely image based.

Answer: AC

NEW QUESTION 91

A Marketer developed an email with personalized content based on 5 geographical regions;
Northwest - Static Image; Southwest - Image carousel
Central - No content; Northeast - Static image; Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 3
- B. 6
- C. 4
- D. 5

Answer: A

NEW QUESTION 93

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 email send behavior for any subscriber who currently does NOT exist on the All Subscribers List?
Choose 2 answers

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

Answer: AB

NEW QUESTION 95

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 and move 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 97

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 99

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails to indicate where clicks occurred, even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO's most recent newsletter.

Where can the marketer most easily find this information?

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

Answer: B

NEW QUESTION 100

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 104

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- B. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- C. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.
- D. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.

Answer: D

NEW QUESTION 107

Which feature can a marketer use to individualize content in an email? (Choose 3)

- A. Specialized content
- B. Audience Segmentation
- C. Predictive content
- D. Personalization string
- E. Dynamic content

Answer: CDE

NEW QUESTION 109

If all subscribers reside 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 113

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the

corporate site's email sending.

What feature would 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 117

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 121

A marketer would like to improve open rates for weekly email campaigns. On which area of email design should the marketer focus?

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

Answer: C

NEW QUESTION 126

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions. Which two tools should the marketer use? Choose 2 answers

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

Answer: A

NEW QUESTION 128

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 129

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 132

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

- A. confirm that each content area 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 133

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 guidelines and ensure subscribers are getting the best experience possible.

Choose two answers

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

Answer: BD

NEW QUESTION 134

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 136

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

- A. Automation Studio Scheduled Automation
- B. Automation Studio File Drop Automation
- C. Journey Builder Fire Event
- D. Journey Builder Import Activity

Answer: B

NEW QUESTION 138

Which recipient option is available with Simple Send? (Choose 2)

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

Answer: AE

NEW QUESTION 140

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 141

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 145

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 or Data Extensions
- D. Lists and Data Extensions

Answer: C

NEW QUESTION 148

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

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

Answer: D

NEW QUESTION 152

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 153

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 158

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

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

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

Answer: D

NEW QUESTION 159

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 164

Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

- A. Create dynamic content with a SQL Query activity.
- B. Create a template-based email using dynamic content.
- C. Create multiple versions of the email for loyalty and non-loyalty members.
- D. Create a template and lock content in the template.

Answer: A

NEW QUESTION 169

What are the key ways to improve email deliverability in email marketing? (Choose 4)

- A. Use double Opt-in to avoid getting blacklisted.
- B. Maintain a consistent "From Name"
- C. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!
- D. Consider Subscriber engagement....send only to most engaged subscribers.
- E. Email sign-up on website.

F. Use email templates

Answer: ABCD

NEW QUESTION 170

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 171

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- B. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- C. SubscriberKey and Primary Key are interchangeable terms
- D. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- E. Subscriber Key determines what update types will be available when importing data

Answer: ABD

NEW QUESTION 176

An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns. What steps would the marketer take when creating the data extension? (Choose 2)

- A. Check the "Is Sendable" option
- B. Set the column representing the Subscriber Key as a Primary Key
- C. Set the Email address column as a Primary Key
- D. Relate the Email address to the Subscriber Key

Answer: AD

NEW QUESTION 177

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

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

Answer: C

NEW QUESTION 181

How can AMP script customize email messages?

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

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

What can be used to accomplish this? Choose 2 answers

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

Answer: BC

NEW QUESTION 184

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