Salesforce

Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

NEW QUESTION 1
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 2
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 3
A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series ofemails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.
Which tool should a team with no SQL knowledge or support use?

A. Predictive Email
B. Scheduled Email Sends
C. Automation Studio
D. Journey Builder

Answer: D

NEW QUESTION 4
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 currentlydoes 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 5
A local craft store is implementing the Marketing Cloud and will beusing Lists to store their subscriber data.
Which two types of data can subscribers easily update via the default Profile Center? Choose 2 answers

A. Data Extension Fields
B. Email Address
C. Order History
D. List Attributes

Answer: BD

NEW QUESTION 6
What is a Master Unsubscribe?

A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
C. When a subscriber unsubscribes from a list in the Subscription Center
D. When a subscriber unsubscribes from all emails sent from an account

Answer: D

NEW QUESTION 7
Northern Trail Outfitters (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 8
How are the test audiences for an A/B test selected? (Choose 2)

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

Answer: CD

NEW QUESTION 9
The marketing team at Northern TrailOutfitters (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 thesubscriber 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 10
Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

A. Sender Profile
B. Content information
C. Can-SPAM classification
D. Delivery Profile

Answer: C

NEW QUESTION 10
A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team. Which three considerations should the marketing team keep in mind as they begin using Content Builder?
Choose 3 answers

A. Create a folder structure prior to importing assets.
B. Import duplicate copies of content for different messages or groups.
C. Establish a naming convention optimized for search.
D. Review permissions and roles for users accessing Content Builder.
E. Focus on creating and importing content for oneprimary channel.

Answer: ACD

NEW QUESTION 11
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 12
Northern Trail Outfitters wants to send shipping email notifications to members, Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.
Which solution could be used to achieve this?

A. File Drop Starting Source in Automation Studio
B. Import Activity in Automation Studio
C. File Drop Entry Source in journey Builder
D. Transactional Send in Journey Builder

Answer: B

NEW QUESTION 14
The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote thiscampaign in other emails in a single-column content area. This content will have one image, with text below it.
How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

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

Answer: A

NEW QUESTION 17
Where can a marketer see the performance summary of a recent email send?

A. Summary tab
B. Job Links tab within Tracking
C. Overview Tab within Tracking
D. Send Performance Tab

Answer: C

NEW QUESTION 20
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 24
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 26
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 31
NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number offiltered audience that are related for sending?

A. SQL query activities
B. Data filter
C. Filter activity
D. Filtered group

Answer: C

NEW QUESTION 34
Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCBD40AB3BF70D5D
correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment
once it is tested.
Which two tools should be used to test and configure the segment? (Choose two.)

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

Answer: BD

NEW QUESTION 35

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

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

Answer: BD

NEW QUESTION 36
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 40
A company has one million subscribers. The company has a Masterdata extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns. How should the data be updated?

A. A scheduled automation to import a file containing all of their subscribers.
B. A scheduled automation to import a nightly file of updated or changed records.
C. A scheduled automation to occur every 15 minutes to ensure the datais current.
D. A file drop automation to execute an import every time a record is updated or added.

Answer: D

NEW QUESTION 43
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 44
A small company, with limited resources, has started to use Marketing Cloud. They have a single master data extension for all of their subscribers. When a subscriber opts-in to receive communications, they will receive a monthly newsletter,weekly promotions, and a birthday email.
How should they manage unsubscribes by communication type?

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

Answer: D

NEW QUESTION 47
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 52
Whatcan a marketer do to enhance a Welcome Series campaign? (Choose 2)

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

Answer: BD

NEW QUESTION 56

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 61
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 62
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 65
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 66
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. Ithelps track customer traffic generated by content areas within a email

Answer: C

NEW QUESTION 67
Which two subscriber audiences can be created by using Measures in a Data Filter? Choose 2 answers

A. Subscribers who have opened an email in the past 30 days.
B. Subscribers within a 30-mile radius of a zip code.
C. Subscribers who have submitted spam complaints in the last week.
D. Subscribers who have not clicked in the past three months.

Answer: AD

NEW QUESTION 72
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 75
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 79
A national landscaping company wants to send targeted emails tocustomers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both dataextensions. Which two tools could be used to segment the data? (Choose two.)

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

Answer: BD

NEW QUESTION 81
What is a personalization string?

A. A snippet of text that inserts subscriber attributes into an email
B. An automated way of scraping a websitefor 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 82
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 87
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 mailingaddress of the sender.
C. Ensure an opt-out link is present.
D. State why the subscriber is receiving the email

Answer: BC

NEW QUESTION 88
Northern Trail Outfitters wants to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.
What would be the correct sequence of Activities for this File Drop Starting Source?

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

Answer: C

NEW QUESTION 90
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 93
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 96
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 98
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 99
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 101
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 105
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 110
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 114
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 115
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 119
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 120
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 122
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 123
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 128
Select three (3) best practices for interacting with potential and active subscribers?

A. Follow the CAN SPAM Law
B. Always make email opt in required
C. Makeunsubscribing easy
D. Make unsubscribing easy, no more than 4 clicks
E. Only use the email address offered

Answer: ACE

NEW QUESTION 131
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 136
Northern TrailOutfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trialends. Which tool is recommended for this scenario?

A. Playbooks/Journey builder
B. Guided Send
C. Triggered Emails
D. Automation Studio

Answer: D

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

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

Answer: D

NEW QUESTION 141
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 144
Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legallyobtain subscribers?
Choose 3 answers

A. Email all unsubscribed customers asking for them to opt into email again
B. Purchase subscriber lists from a reputable data company
C. Ask customers to opt-in at time of purchase online by creating an account
D. Askcustomers to text their email address to a short code to opt-in
E. Create a Facebook lead capturing form to gain opt-ins

Answer: BDE

NEW QUESTION 146
A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers beassociated with?

A. The Customer_ID field in the Data Extension
B. The Subscriber ID in a System Data View Table
C. The Email_Address field in the Data Extension

D. The Email Address Profile Attribute

Answer: A

NEW QUESTION 150
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 151
A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.
What tool will produce this audience?

A. SQL Query Activity
B. Audience Builder
C. Filters
D. Send Flow

Answer: C

NEW QUESTION 154
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 155
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 156
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 159
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 162
Northern Trail Outfitters wants to display the currentdate in order emails. What could they use to display the date in real-time?

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

Answer: B

NEW QUESTION 164
Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension. They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment.
What could be used to segment the data?

A. Filter Activity
B. Data Filter
C. Synchronized Data
D. Query Activity

Answer: B

NEW QUESTION 167
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 colorsthat match branding.
C. Use custom corporate font to match their brand.
D. Make the email completely image based.

Answer: AC

NEW QUESTION 168
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 169
Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.
Which additional tactic should improve on NTO's targeted segmentation?

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

Answer: C

NEW QUESTION 172
The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.
How should the scheduled automation be configured to achieve this?

A. SQL Query Activity > Data Extract Activity > File Transfer Activity
B. Filter Activity > SQL Query Activity > File Transfer Activity
C. RIter Activity > File Transfer Activity > Data Extract Activity
D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Answer: A

NEW QUESTION 174
Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

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

Answer: AB

NEW QUESTION 177
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 182
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 184
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 186
A marketer needs to test personalized content in an email prior to sending. How can the marketer easilyminimize the possibility of someone unsubscribing during the testing process?

A. Create a version of the email that does not include the unsubscribe link.
B. Deselect the option to Enable System Generated Links in the Test Send.
C. Send to a Test Data Extension via the Send Flow.
D. Send the marketing team a link to the Subscriber Preview of the email.

Answer: C

NEW QUESTION 187
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 188
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 190
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 191
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 192
Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?

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

Answer: D

NEW QUESTION 195
Which segment can be manually refreshed under Actions? (Choose 2)

A. Random Group
B. Filtered Data Extension
C. Standard Data Extension populated by a Query
D. Filtered Group

Answer: BD

NEW QUESTION 199
A marketing associate at Northern Trail Outfitters must create an email campaign for the company's new winter offerings. Which method could the associate use to create the email message? (Choose 2)

A. Email Send Wizard
B. User-initiated email message
C. Email templates
D. HTML Paste

Answer: CD

NEW QUESTION 203
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 205
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 210
A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How cansegmentation with this scenario be accomplished?

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

Answer: B

NEW QUESTION 214
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 215
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 216
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 217
An email marketing team has beentasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.
What are the four elements that are required for the creation of a dynamic content rule?

A. Preferences, Value, Operator, Lists
B. Lists, Value, Operator, Images
C. Customers, Value, Operator, Content
D. Attribute, Value, Operator, Content

Answer: D

NEW QUESTION 219
When the number of subscribers exceeds one million records, whichdata model is preferred?

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

Answer: B

NEW QUESTION 221
A marketer for Northern TrailOutfitters (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 223
When importing data into marketing cloudthe list detective is triggered for which of the following?

A. Data Extenstions
B. List Model
C. Email Addresses
D. Email Alias

Answer: B

NEW QUESTION 225
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 228
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 229
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 230
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 235
Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions.
Which three considerations did the consultant take into account when recommending a data extension-based model over lists?
Choose 3 answers

A. They have fewer than 15 data points.
B. Flexible data storage is needed.
C. They have fewer than 250,000 subscribers.
D. They are storing product and store data.
E. Journey Builder willbe used.

Answer: BDE

NEW QUESTION 239
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 244
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 249
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 251
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 255
Which action will the Validate tool complete when initiated?

A. Ensure subscribers have not unsubscribed or are undeliverable
B. Confirm that each content area specified in the dynamic content rules exists
C. Identify phrases like "click here" or "Free!" that could be marked as spam
D. Ensure subscribers status at the time of send is Subscribed or Bounced

Answer: B

NEW QUESTION 257
What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

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

Answer: C

NEW QUESTION 261
Which twofeatures can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

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

Answer: CD

NEW QUESTION 266

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

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

Answer: C

NEW QUESTION 271

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 274

Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverabihty continually decreased over the last year. NTO wants to grow their existing subscriber base and increase ROI on email marketing by improving engagement with subscribers.
Which three strategies would improve their email deliverabihty? Choose 3 answers

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

Answer: ADE

NEW QUESTION 276

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 278

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes
What Approval Workflow should be used for this requirement?

A. Custom Workflow
B. Multi-Team Workflow
C. Two-Step Workflow
D. Standard Workflow

Answer: B

NEW QUESTION 281

NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these campaign in other emails in a single column content area this content will have one Image with text below it, how can the NTO email team create one content area
and reuse it across other emails using content builder without writing any custom html.

A. Create an image content block that accommodates pictures
B. create a free flow content block that accommodates text and images
C. create an html content block and code the content by hand
D. create a text content block that accommodates text

Answer: B

NEW QUESTION 286

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 288
What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?

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

Answer: A

NEW QUESTION 292
NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emailsto be responsive. Which two techniques should be used?
Choose 2 answers

A. Include @media query CSS in the email
B. Use a Basic, Empty or Themed Template in Content Builder
C. Use inline CSS styling on all HTML elements
D. Include style="display:block" on all images

Answer: AC

NEW QUESTION 293
Which app do you use to set the default greeting option?

A. Distributed Marketing Administration
B. Distributed Marketing Settings
C. Journey Builder
D. Administration

Answer: A

NEW QUESTION 297
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 299
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 304
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 309
An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."
Whichtwo best practices should the marketer use to make the subject line more effective? Choose 2 answers

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

Answer: AD

NEW QUESTION 314
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 315
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 317
Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.
Which option minimizes the impact of this error?

A. Send another email to the same subscribers containing the correct link.
B. Update the link in the stored email content and it will be pulled in automatically.
C. Locate the job under Tracking and update the URL in the Job Links tab.
D. Have Support recall the email if it has not yet been opened by a subscriber.

Answer: C

NEW QUESTION 318
Northern Trail Outfitters (NTO) wants to leverage ContentBuilder 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 322
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 324
A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTOhas HTML developers on staff, their time is not guaranteed on an ongoing basis.
Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

A. Emails can be formatted for desktop and mobile without extra coding.
B. One template can only be used for one email, maintaining brand standards.
C. HTML developers are needed to build templates, but not emails.
D. Templates provide the ability to create email messages using content blocks.

Answer: AD

NEW QUESTION 325
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 330
To make a data extension sendable what must it contain. (Select Two)

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

Answer: AC

NEW QUESTION 334
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 336
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 338
Which statement regarding editing an email template is true? (Choose 2) *****

A. Updating an email to reflect changes made in its template can be done in the email properties
B. Changes to a template cannot be made once it is saved in the application
C. Changes to a template are automatically inherited in emails built from that template
D. A template does not automatically affect emails created from that template

Answer: BD

NEW QUESTION 339
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