Exam Questions Marketing-Cloud-Email-Specialist

Salesforce Certified Marketing Cloud Email Specialist (SP19)

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

NEW QUESTION 1
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
Which method of storing subscriber information allows a company to do extensive external audience segmentation including additional1:1 subscriber data the company wants for a send, and to import the data quickly?

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

Answer: B

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

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

Answer: C

NEW QUESTION 4
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 5
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 6
A marketing associate wants to ensure that an emailwill be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

A. Content detective
B. Link detective
C. Email Validation
D. Send Preview

Answer: A

NEW QUESTION 7
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 8
NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

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

Answer: ABE

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

NEW QUESTION 9
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 10
A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

A. Responsive Web template
B. Media template
C. Mobile-optimized template
D. Standard template

Answer: C

NEW QUESTION 10
Which two subscriberaudiences can be created by using Measures in a Data Filter. Choose 2 Answers

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

Answer: CD

NEW QUESTION 12
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 15
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 19
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 21
A marketer is building a highly personalized email that is sent daily to one million subscribers. The dataneeded for the email is located in several data extensions. What feature should the marketer use to merge the data into a single data extension to improve sending?

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

Answer: C

NEW QUESTION 22
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 25
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 30
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 32
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 41
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 42
The Chief Marketing Officer at Northern Trail Outfitters would like to increase engagement of existing subscribers.
Which method should the team use to accomplish this goal?

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

Answer: D

NEW QUESTION 45
Using measures, what data can a marketer use to segment an audience?

A. Geographical Data
B. First Name Attributes
C. Gender Data
D. Open Data

Answer: D

NEW QUESTION 49
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 54
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 59
An email marketer needs a point-and-click tool to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.
What solution meets thisspecification?

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

Answer: A

NEW QUESTION 63
A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

A. Send Preview
B. User-Initiated
C. Test Send
D. Guided Send

Answer: B

NEW QUESTION 65
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 66
A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension thatcontains 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 71
A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:
• Commas
•Tabs
• Pipes
• Tilde
• Fixed widths
Which format will need to be pre-processed or parsed after import into Marketing Cloud?

A. Fixed widths
B. Pipe
C. Tab
D. Comma

Answer: D

NEW QUESTION 76
When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

A. Email Open Tracking
B. Stored Content Boxes
C. Link tooltips
D. Physical Mailing address

Answer: AC

NEW QUESTION 80
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 83
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 whena 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 84
A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.
Which send tracking metric provides the bounce description "Address is non-existent at the domain?

A. Soft Bounce
B. Blocked Bounce

C. Hard Bounce
D. Undeliverable

Answer: C

NEW QUESTION 89
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 93
Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.
An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.
Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

A. Suppression List
B. Exclusion Script
C. Domain Exclusion List
D. Exclusion List

Answer: B

NEW QUESTION 97
A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automationstudio?

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

Answer: D

NEW QUESTION 102
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 105
The Northern Trail Outfitters product clearance sale email contains many items with similar product URLS. Which feature within the standard email editor can be used to provide descriptive text that is displayed when the email viewer hovers over each link?

A. Link Help Text
B. Link Conversion Tracking
C. Link Tooltip
D. Link Tracking Alias

Answer: C

NEW QUESTION 109
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 110

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 113
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 115
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 116
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 117
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 121
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 125
What information and data about the performance of an individual send can be exported from the tracking details?

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

Answer: AC

NEW QUESTION 126

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 128
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 133
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 138
Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data exists in that field for a subscriber when using a personalization string to display the First_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

A. Ensure the Nullable box is not checked for the First_Name field
B. Fill in the source data with "Valued Customer" for each blank First_Name field
C. Mark First_Name as the Primary Key
D. Make "Valued Customer" the Default Value for the First_Name field

Answer: D

NEW QUESTION 139
Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers.
Which feature allows NTO to easily target this segment?

A. Smart Capture
B. Publication List
C. List Detective
D. Filtered Group

Answer: D

NEW QUESTION 142
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 143
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 146
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 147
What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

A. List Detective
B. Preview andtest
C. Send Flow
D. Test Send

Answer: B

NEW QUESTION 150
Northern Train Outfitters sends email orderconfirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

Answer: A

NEW QUESTION 153
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 158
A marketer wants to grow the company's email subscriber list via social channelsand its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

A. Provide and opt-in checkbox on the mobile app registration form
B. Promote content on social channels that requests an email address
C. Search Facebookfans' profiles for mail addresses
D. Send unsolicited requests on Twitter to sign up for email

Answer: AB

NEW QUESTION 159
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 161
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 162
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 163
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 168
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 173
A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

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

Answer: D

NEW QUESTION 176
Northern Train Outfitters has a Master Customer List in a shareddata extension. The company wants to make the list available to some, but not all, of the business units. Which feature can be used to restrict users from a business unit from accessing the Master Customer list?

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

Answer: C

NEW QUESTION 178
Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.
Which two elements of the send canbe reviewed with Approvals? Choose 2 answers

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

Answer: BC

NEW QUESTION 182
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 183
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 188
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 190
To write SQL that uses both customer data and system-generated data, what would they need to include in their query?

A. Data Filters
B. Measures
C. Data Views
D. All ofthe above

Answer: C

NEW QUESTION 191
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 195
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 199
A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.
How should these saved items be found in Content Builder?

A. Create folders andmove content
B. Filter based on content type
C. Add tags to each piece of content
D. Rename content to be alphabetical

Answer: A

NEW QUESTION 201
NTO would like to create a landing page that displays subscribers information pass to it from email link on the page, This page contains a smart capture form,NTO would like to require email address and reply date and response for subscriber'scompleting the form, how should NTO will set the data extension

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

Answer: A

NEW QUESTION 205
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 209
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 210
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 211
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 214
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 219
Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.
Which 2 best practices should NTO employ when sending email?

A. Set Cadence Expectations to front with Subscribers
B. Send genericcontent to appeal to all audicences.
C. Send Multiple emails a day to keep the brand top of mind
D. Use Subscriber data to dynamically populate email content

Answer: AD

NEW QUESTION 222
A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrorslogic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

A. Spam Check
B. Validate
C. Content Detective
D. Subscriber Preview

Answer: C

NEW QUESTION 225
Northern Train Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers: Education Events and Sales. Which feature would the companyuse?

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

Answer: D

NEW QUESTION 226
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 228
Which feature can a marketeruse to individualize content in an email? (Choose 3)

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

Answer: CDE

NEW QUESTION 229
If all subscribersreside within a single master data extension, what is the optimal way to manage unsubscribes by communication type?

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

Answer: D

NEW QUESTION 230
Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

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

Answer: AC

NEW QUESTION 234
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 238
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 239
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 241
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 245
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 249
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 250
A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

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

Answer: A

NEW QUESTION 251
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 253
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 258
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 259
What are the ways that data can be imported into the marketing cloud? (Choose 3)

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

Answer: ABC

NEW QUESTION 264
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 269
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 271
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 276
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 281
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 283
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 285
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 289
A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard.
What needs to be configured in the Marketing Cloud account?

A. File Transfer
B. Data Loader
C. Enhanced SFTP
D. Encrypted SFTP

Answer: C

NEW QUESTION 292
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 295
A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

A. enhance ftp
B. encryptedftp
C. data loader
D. file transfer

Answer: A

NEW QUESTION 298
A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.
Which two criteria should the marketer incorporate into campaigns to ensure compliance and alignwith current best practices?
Choose 2 answers

A. Ensure opt-out mechanisms are operational for at least 30 days post-send.
B. Process every individual's unsubscribe request within 14 business days.
C. Include an unsubscribe link in the header or footer ofemails.
D. Ask the subscriber to log in to the Preference Center to confirm opt-out.

Answer: CD

NEW QUESTION 302
When does the validation of email address occur when using a data extension?

A. Done at the time of Import
B. Done at thetime of Send
C. Done when admin refreshes it
D. Done when subscriber updates profile in the profile center

Answer: B

NEW QUESTION 307
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 308
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 311
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 313
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 316
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 320
Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails.
The data extension only needs to be updated when store information changes, such as when a new store opens or a store close.
How can this be achieved?

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

Answer: A

NEW QUESTION 323
Which strategy will improve email deliverability? (Choose 3)

A. Purge old or inactive email addresses
B. Purchase lists from companies that guarantee users have opted in
C. Ensure the spam complaint rate is between 1% and 3%

D. Authenticate email to distinguish it from spammers
E. Encourage subscribersto add the company's sending domain to their address books

Answer: ADE

NEW QUESTION 327
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 328
Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

A. Content Builder
B. Content Detective
C. Inbox Preview
D. Triggered Send

Answer: B

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

NEW QUESTION 333
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 334
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 338
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 339
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 woulldike 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 341
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 345
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