

QUESTION 1

A customer leverages transactional messages to send order confirmations. What type of message is most suitable in this situation?

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

Answer: A

QUESTION 2

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

In this scenario, what best practice was achieved?

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

Answer: B

QUESTION 3

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: B,C

QUESTION 4

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

QUESTION 5

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: B,C

QUESTION 6

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: A,D E

QUESTION 7

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

QUESTION 8

Northern Trail Outfitters (NTO) has been sending email for about 10 years. A new marketing manager noticed NTO's deliverability continually decreased over the last year. NTO wants to grow its existing subscriber base and increase its ROI on email marketing by improving engagement with its subscribers.

Which three strategies will help improve NTO's email deliverability? Choose 3 answers

- A. Authenticate email sending to distinguish it from spammers.
- B. Purge old or Inactive email addresses.

- C. Ensure the spam complaint rate is between 1% and 3%.
- D. Purchase lists from companies that guarantee users have opted In.
- E. Encourage subscribers to add the company's sending domain to their address books.

Answer: A,B E

QUESTION 9

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

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

Answer: D

QUESTION 10

A marketer wants to grow the company's email subscriber list via social channels and 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 Facebook fans' profiles for mail addresses
- D. Send unsolicited requests on Twitter to sign up for email

Answer: A,B

QUESTION 11

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 data 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

QUESTION 12

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

QUESTION 13

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: A,C

QUESTION 14

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 combined data
- 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

QUESTION 15

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: B

QUESTION 16

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

QUESTION 17

An account has Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension? Choose 2 answers

- A. Set the Email address column as Primary Key
- B. Relate the Email Address to Subscriber Key
- C. In Properties, check the "Is Sendable" option
- D. Set the column with Subscriber Key as Primary Key

Answer: A,B

QUESTION 18

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 be associated 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

QUESTION 19

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

QUESTION 20

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: B