

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 the customer 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 additional 1:1 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 to import a file 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

A local craft store is implementing the Marketing Cloud and will be using 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 5

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

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

Answer: C

NEW QUESTION 8

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.

- A. select the user clicks the overview tab in the inbox activity section
- B. select the URL id for the URL or tracking the alias from the job links tab.
- C. select the click activity bar chart from the email overview of the click activity tab
- D. select the URL or tracking alias from the link view tab of the click activity tab.

Answer: AD

NEW QUESTION 9

A marketing associate wants to ensure that an email will 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 10

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails. What are three benefits of using Journey Builder? Choose 3 answers

- A. Criteria setting to segment contacts based on behavior using SQL.
- B. Extracting data from an Audience data extension for analysis.
- C. Updating or creating Salesforce CRM objects or records.
- D. A/B/N testing as part of the workflow to conduct timing and creative tests.
- E. Goal setting to have the system listen to see if users met the goal.

Answer: CDE

NEW QUESTION 10

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

- A. AMPscript Lookups
- B. Dynamic Content
- C. Sender Profile
- D. Delivery Profile

Answer: A

NEW QUESTION 14

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 16

A marketer would like to automate a weekly email campaign using Automation Studio. The marketer needs to preconfigure the email so a colleague can set up the automation at a later date. How should the customer prepare this email for sending?

- A. Send Email
- B. Guided Send
- C. Send Preview
- D. Test Send

Answer: A

NEW QUESTION 18

An email marketing team has been tasked 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. Attribute, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Preferences, Value, Operator, Lists
- D. Customers, Value, Operator, Content

Answer: A

NEW QUESTION 19

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 20

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 24

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed 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 28

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the 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. Filtered Group

Answer: BD

NEW QUESTION 32

Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database. This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval. Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

- A. Create a scheduled automation to import the file, and send proof emails each morning when changes were detected.
- B. Create a scheduled automation that runs every 15 minutes to import the file multiple times a day.
- C. Create a file drop automation to import the file when placed on the specified directory on the Enhanced SFTP.
- D. Create an API-driven process to put the data directly into the data extension when any data is changed.

Answer: A

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 37

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

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

Answer: BCD

NEW QUESTION 38

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 for each 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 39

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 this specification?

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

Answer: A

NEW QUESTION 40

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. 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 42

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 44

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 45

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers. How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.

D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Answer: D

NEW QUESTION 48

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 52

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a LifetimeMember 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 55

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 58

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 63

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 65

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 68

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 71

A subscriber received a purchase confirmation email from Northern Trail Outfitters which did not contain a way to opt out. What can be inferred about this email?

- A. The email is commercial and not required to contain an opt-out link.
- B. The email is transactional and not required to contain an opt-out link.
- C. The subscriber can reply with 'opt out' in the email body to be removed.
- D. The subscriber can mark the email to signify it is spam.

Answer: B

NEW QUESTION 73

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval. What feature should the NTO marketing team employ?

- A. Standard Workflow Approval
- B. Content Detective
- C. Preview Tab
- D. Two-Step Workflow Approval

Answer: C

NEW QUESTION 76

Northern Trail Outfitters (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 trial ends. Which tool is recommended for this scenario?

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

Answer: D

NEW QUESTION 80

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 82

A marketer wants to overwrite the data in a data 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 the Import Wizard in the Email Application.
- D. Create an Import Activity to use in a workflow in Automation Studio.

Answer: D

NEW QUESTION 84

A company has set out to increase their subscriber base. 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 86

Northern Trail Outfitters sent three different emails 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 89

Select three true statements about 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 90

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 and test
- C. Send Flow
- D. Test Send

Answer: B

NEW QUESTION 95

Northern Train Outfitters sends email order confirmations 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 98

The marketing team would like 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 is recommended to execute this process?

- A. Automation Studio
- B. Playbooks
- C. Data Extract Activity
- D. Filter Activity

Answer: C

NEW QUESTION 102

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 be accomplished? (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 106

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 111

Northern Train Outfitters has a Master Customer List in a shared data 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 114

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 119

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 123

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 126

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 130

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 132

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 134

Which file type delimiter is available in the Import Wizard? (Choose 3)

- A. Pipe
- B. Other
- C. Comma
- D. Fixed Length
- E. Tab

Answer: BCE

NEW QUESTION 136

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement. Which two practices should the marketing manager employ? (Choose two.)

- A. Offer a special discount for opening the email.
- B. Use a large sample size.
- C. Wait at least 24 hours before declaring a winner.
- D. Test multiple variations concurrently.

Answer: BC

NEW QUESTION 137

A marketer wants to run an Account Send Summary report. 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 141

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. Rlter Activity > File Transfer Activity > Data Extract Activity
- D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Answer: A

NEW QUESTION 146

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter 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 149

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

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

Answer: B

NEW QUESTION 151

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 152

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

- A. Journey Builder Fire Event Entry Source
- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Answer: C

NEW QUESTION 157

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 generic content to appeal to all audiences.
- 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 160

A marketer is preparing an email for sending and completing quality assurance checks. Which testing feature mirrors logic 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 162

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

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

Answer: D

NEW QUESTION 165

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

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

Answer: D

NEW QUESTION 167

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found."

Which two steps should resolve the issue? Choose 2 answers

- A. Use the Import Wizard to point to rename the file on the FTP.
- B. Ensure the file to be imported is in the Import Folder on the Enhanced FTP.
- C. Ensure the name of the file in the Import Activity matches the file name on the FTP.
- D. Change the file format from "comma separated value" to "tab delimited."

Answer: BC

NEW QUESTION 171

Northern Trail Outfitters wants to send a promotional offer every Friday morning between 9:00 and 11:00 a.m. The content of the will change on a weekly basis. The promotional email will be sent to subscribers in the Promotions Data Extension. What send method should be used to minimize errors?

- A. Send Email Activity
- B. Recurring Send Schedule via Guided Send
- C. Send Flow
- D. Triggered Send

Answer: D

NEW QUESTION 175

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 176

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email 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 177

Northern Trail Outfitters (NTO) is currently sending out a single welcome email 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 182

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

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

Answer: A

NEW QUESTION 184

Northern Trail Outfitters wants to use something other than an email address to identify subscribers. What functionality could accommodate this?

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

Answer: B

NEW QUESTION 185

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

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

Answer: A

NEW QUESTION 188

A NTO branding guidelines require heavy use of imagery on its websites, app, e-mails, ads etc., what are two ways that NTO can optimize its email design to honor branding guidelines and ensure subscribers are getting the best experience possible.

Choose two answers

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

Answer: BD

NEW QUESTION 189

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 190

Which send process can use Sender Profiles? (Choose 3)

- A. Simple Automated Sends
- B. Guided Sends
- C. User-Initiated Sends
- D. Test Sends
- E. Triggered Sends

Answer: ABE

Explanation:

Definitions

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 a customer 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 interaction occurs 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 Journeys.

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 an Automation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION 195

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 will be used.

Answer: BDE

NEW QUESTION 199

What are the ways that data can be imported into the marketing cloud? (Choose 3)

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

Answer: ABC

NEW QUESTION 201

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

- A. Preselect email opt-in check boxes at online checkout.
- B. Add a "Sign Me Up" form to the homepage.
- C. Use a list of email addresses purchased from online vendors.
- D. Create an SMS campaign allowing customers to sign up for email.

Answer: BD

NEW QUESTION 202

Which two features 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 207

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 211

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 212

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 214

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 217

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

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

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

Answer: D

NEW QUESTION 219

Which is a fundamental component of coding responsive emails?

- A. CSS3 @media Queries
- B. Span Tags

- C. SQL Queries
- D. Anchor Tags

Answer: A

NEW QUESTION 223

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."

Which two 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 228

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 231

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

How should NTO build the email?

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

Answer: A

NEW QUESTION 232

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

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

Answer: ABCD

NEW QUESTION 236

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 240

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

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

Answer: C

NEW QUESTION 244

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. AMPscript with grid-based layout
- C. CSS3 media queries
- D. GTL with tables

Answer: A

NEW QUESTION 249

How can AMP script customize email messages?

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

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

What can be used to accomplish this? Choose 2 answers

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

Answer: BC

NEW QUESTION 251

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