

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

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

- A. An import activity can be executed manually
- B. The import activity is under Subscribers in the Email Application
- C. An import activity can be used in an automation created in Automation Studio
- D. The file for an import activity must be placed in a folder on a FTP site
- E. The file for an import activity can be on a desktop computer

Answer: CDE

NEW QUESTION 2

What is a capability of a data relationship?

- A. Join three or more data extensions together to create a filtered data extension
- B. Join a list and a data extension to filter the 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

NEW QUESTION 3

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 4

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 5

A marketer sends an early engagement email to contacts 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 6

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

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

Answer: B

NEW QUESTION 7

How are the test audiences for an A/B test selected? (Choose 2)

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

Answer: CD

NEW QUESTION 8

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 9

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

Choose 3 answers

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

Answer: ACD

NEW QUESTION 10

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 11

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign 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 16

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

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

Answer: C

NEW QUESTION 17

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale." What feature should be used to target these members?

- A. Email Send Report
- B. Group Refresh

- C. Engagement Split
- D. SQL Query Activity

Answer: C

NEW QUESTION 18

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 21

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 22

Northern Trail Outfitters' marketing team includes the nearest store to customers in the template of its emails. This data extension only needs to be updated when store information changes, such as when a new store opens or a store closes. How can this be achieved?

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

Answer: C

NEW QUESTION 27

Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of their subscribers stored in data extensions: Education Events and Sales. What feature should be used to manage their opt-out strategy?

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

Answer: D

NEW QUESTION 30

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the D18912E1457D5D1DDCBD40AB3BF70D5D 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 34

How is Primary Key used?

- A. Primary Key is used when defining a Send Relationship
- B. Primary Key is the unique value to identify a subscriber
- C. Primary Key identifies a row or a field in a data extension as unique
- D. Primary Key prevents data from being overwritten in a data extension

Answer: C

NEW QUESTION 39

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 behavior using 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 43

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 45

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 47

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

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

Answer: D

NEW QUESTION 48

A marketer needs to ensure that customers on a list want to be email subscribers. Additionally, the marketer wants to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

- A. Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
- B. Configure to return an error message for any email address that does not conform to standard conventions.
- C. Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
- D. Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Answer: B

NEW QUESTION 52

Which method of storing subscriber information allows a marketer to easily create different subscriptions that subscribers can opt into from the default Subscription Center?

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

Answer: C

NEW QUESTION 54

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 58

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

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

Answer: BD

NEW QUESTION 62

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 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 68

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 69

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 70

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 72

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

What would be the correct sequence of Activities for this File Drop Starting Source?

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

Answer: C

NEW QUESTION 76

What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email? (Choose 2)

- A. The subscriber is unsubscribed from the publication list applied to the send
- B. The subscriber is added to the enterprise global unsubscribe list
- C. The subscriber is deleted completely from the sending account
- D. The subscriber is removed from the List used for the Send

Answer: AD

NEW QUESTION 79

A retail brand is running a campaign for new customers that open a loyalty account. The first email is sent straight after the account is set up. The second email is sent 1 day after the account has been set up to prompt the user to make a purchase. The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet. Data kept in two separate data extensions. The brand's marketing team want to send campaign from the data extension.

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

Answer: D

NEW QUESTION 82

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

- A. Envelope content
- B. Footer
- C. Email body
- D. Link Content

Answer: A

NEW QUESTION 84

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 89

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

NEW QUESTION 93

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

- A. Audience Builder
- B. Drag and Drop Segmentation
- C. Query Activity
- D. Guided Send

Answer: B

NEW QUESTION 96

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 be sent to the subscriber Key on All Subscribers List

Answer: A

NEW QUESTION 101

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 102

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 107

Northern TrailOutfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day 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 109

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 112

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 115

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

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

Answer: B

NEW QUESTION 120

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower. NTO wants to reverse this trend. How should they improve their engagement rates with unengaged subscribers?"

- A. Remove them from the list
- B. Send emails more frequently
- C. Request they resubscribe
- D. Send emails less frequently

Answer: B

NEW QUESTION 122

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to make sure the emails are reviewed before approval.

What feature should they employ?

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

Answer: D

NEW QUESTION 125

Northern Trail Outfitters (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 128

A marketer at Northern Trail Outfitters wants to add a subscriber to a data extension and follow up with a thank-you email by using Smart Capture. Which action does the marketer need to take in the processing tab when creating the Smart Capture form? (Choose 2)

- A. Refresh the data filter
- B. Add to Data Extension
- C. Send the email via Triggered Send
- D. Add a new subscriber to a list

Answer: BC

NEW QUESTION 132

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 137

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

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

Answer: B

NEW QUESTION 138

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 of the above

Answer: C

NEW QUESTION 142

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

What is the correct sequence of Activities for this File Drop Starting Source?

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

Answer: D

NEW QUESTION 145

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

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

Answer: AB

NEW QUESTION 148

A marketing team has switched from the Classic Editor to Content Builder in Email Studio. All images, content blocks, and emails were saved in one folder.

How should these saved items be found in Content Builder?

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

Answer: A

NEW QUESTION 153

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 155

A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.

Which two ways should Path Optimizer be configured to select the better subject line? Choose 2 answers

- A. Split the audience equally and configure a holdback population for a control.
- B. Split the audience equally and automatically choose the winning path based on Open Rate.
- C. Split the audience equally and wait at least seven days to select a winner.
- D. Split the audience equally and manually choose the winning path based on Email Engagement Stats.

Answer: BD

NEW QUESTION 156

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 158

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 166

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

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

Answer: D

NEW QUESTION 170

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Content Builder
- B. Template Editor
- C. Paste HTML
- D. Mobile Template Editor

Answer: ABC

NEW QUESTION 174

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 176

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

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

Answer: BD

NEW QUESTION 177

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 181

Northern Trail Outfitters has created a dynamic content block that displays content based on a subscriber's gear preference. There are three possible combinations in addition to receiving the default content.

How should they test that the content is displaying as intended?

- A. Create a test list with all possible content variations and send test emails to that list.
- B. Cycle through each subscriber's gear preference on the Preview and Test tab and send individual test emails.
- C. Create a test data extension with all possible content variations and send a test email to that data extension.
- D. Create an automation with asend activity that deploys test emails to a test data extension.

Answer: C

NEW QUESTION 182

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 184

An email marketer needs a point and click 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. Data Filters
- B. Contact Builder
- C. SQL Query Activity
- D. Audience Builder

Answer: A

NEW QUESTION 186

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 190

The marketing team would like to refresh a filtered data extension on a recurring basis, by using a data filter named "Pref1-Tech". How can this process be automated?

- A. Create a Filter Activity that selects the Pref1-Tech Data Filter, and then add the Filter Activity to an Automation
- B. Create a filtered Data Extension Activity that selects the Pref1-Tech Data Filter, and then add the Filtered Data Extension Activity to an Automation
- C. Set a refresh schedule on a new filtered data extension, and select the Pref1-Tech data filter
- D. Add the Pref1-Tech Data Filter to an Automation

Answer: B

NEW QUESTION 195

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems. In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Import unsubscribes into a data extension, then update status with a query.
- B. Create an automation triggered on unsubscribes from the other system.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Answer: D

NEW QUESTION 196

NTO has a small catalogue of items featured in company emails, the NTO marketing team managers, what images popping suggested items and call to action are used with each item in this catalogue within a database. This data is saved into a data extension in the 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 ftp, a proof email is being sent to business stakeholders for final approval.

Using automation studio how can NTO assure that the catalogue stays up to date

- A. create and AP driven to put the data directly into data extension when any data is changed.
- B. create a schedule automation that runs every 15 min to import the file multiple times a day.

- C. create a file drop automation to import the files when placed on the specific directory on the.... FTP.
- D. create a schedule automation to import the file and send two email each time when changes were detected.

Answer: C

NEW QUESTION 197

NorthernTrail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending. What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

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

Answer: C

NEW QUESTION 198

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 202

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 203

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 204

Northern Trail Outfitters wants to create awelcome series that changes based on subscriber behavior. Subscribers will be sent down a predetermined path depending on whether they click on the second email or not. Which Journey Builder activity should be used?

- A. Filter Activity
- B. Random Split
- C. Decision Split
- D. Engagement Split

Answer: C

NEW QUESTION 207

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 guidelinesand 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 NTObrand

Answer: BD

NEW QUESTION 208

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

- A. Simple Automated Sends

- B. Guided Sends
- C. User-Initiated Sends
- D. TestSends
- E. Triggered Sends

Answer: ABE

Explanation:

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 209

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 214

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 215

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 220

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 221

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

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

Answer: ADE

NEW QUESTION 225

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 229

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

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

Answer: A

NEW QUESTION 234

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to 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 236

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

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

Answer: A

NEW QUESTION 238

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. Click Through Rates
- B. List Growth Rates
- C. Influenced Revenue
- D. Bounce Rate

Answer: A

NEW QUESTION 243

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 247

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 250

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 252

What are the key ways to improve email deliverability in emailmarketing? (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 255

If you don't have the option for offline tactics what could you consider? (Select 3)

- A. Require email to create an account on website
- B. Registration with incentive on website
- C. Drive online loyalty program registration requiring email address
- D. Promote content via social media that does not require email registration to access

Answer: ABC

NEW QUESTION 260

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 NTO has 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 261

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: C

NEW QUESTION 264

Which statement regarding editing an email template is true? (Choose 2) *****

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

Answer: BD

NEW QUESTION 269

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