

# Salesforce.Marketing-Cloud-Email-Specialist.v2024-03-19.q147

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## NEW QUESTION: 1

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Journey Performance by Email Dashboard
- B. Email and Journey Overview Dashboard
- C. Email Performance Dashboard

**Answer: B (LEAVE A REPLY)**

## NEW QUESTION: 2

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- B. Place the audience SQL Query Activity below the exclusion SQL Query Activity.
- C. In the step with the two SQL activities, place a wait step between them.

**Answer: A (LEAVE A REPLY)**

## NEW QUESTION: 3

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. Send Flow

- B. Filters
- C. SQL Query Activity
- D. Audience Builder

**Answer: D ([LEAVE A REPLY](#))**

Explanation/Reference:

#### **NEW QUESTION: 4**

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

**Answer: ([SHOW ANSWER](#))**

#### **NEW QUESTION: 5**

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Campaign Email Tracking Report
- B. Datorama pivot Table
- C. Tracking Data Extract file transfer

**Answer: ([SHOW ANSWER](#))**

Explanation

A Tracking Data Extract is a type of data extract activity that allows marketers to export tracking data from Marketing Cloud to an external system, such as Azure Blob. A Tracking Data Extract can be configured to include various types of tracking data, such as email sends, opens, clicks, bounces, unsubscribes, etc. A Tracking Data Extract can be combined with a File Transfer activity to transfer the extracted file to the desired location.

#### **NEW QUESTION: 6**

Northern Trail Outfitters wants to display the current date in order emails.

What could they use to display the date in real-time?

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 7**

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Email and Journey Overview Dashboard
- B. Email Performance Dashboard
- C. Journey Performance by Email Dashboard

**Answer: C ([LEAVE A REPLY](#))**

Explanation

Journey Performance by Email Dashboard is the preconfigured dashboard that NTO should review to get an idea of which journeys are performing the best. This dashboard shows key metrics such as open rate, click rate, conversion rate, and unsubscribe rate for each email in each journey. Email and Journey Overview Dashboard shows a summary of all email and journey activities, but not at the individual email level. Email Performance Dashboard shows metrics for individual emails, but not grouped by journeys.

**NEW QUESTION: 8**

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

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 9**

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

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 10**

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

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 11**

Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails.

The data

extension only needs to be updated when store information changes, such as when a new store opens or a store close.

How can this be achieved?

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 12**

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

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 13**

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile

Which action should they take to execute the campaign?

- A. Use Automation Studio Filtering, Messaging, and wait activities.
- B. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities
- C. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.

**Answer:** ([SHOW ANSWER](#))

#### NEW QUESTION: 14

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement.

NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

- A. %%contactkey%%
- B. %%subscriberid%%
- C. %%memberid%%

**Answer:** ([SHOW ANSWER](#))

Explanation

The personalization string that should be appended as a parameter to identify the business unit in each of its links is %%memberid%%. This string returns the ID of the business unit that sent the email.

This way, NTO can track customer engagement by business unit. Option A is not a valid option, as

%%membername%% returns the name of the business unit, not the ID. Option B is not a valid option either, as %%memberstatus%% returns the status of the business unit, such as active or inactive, not the ID. You can learn more about this in the Personalization Strings module on Trailhead.

#### NEW QUESTION: 15

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure the 'Optimize for Gmail' checkbox is selected.
- B. Ensure fallback content has been configured for Gmail.
- C. Ensure characters in the CSS tags are limited to 16kB.

**Answer:** A ([LEAVE A REPLY](#))

### NEW QUESTION: 16

What is the benefit of using a reference block instead of AMP Script within a template based email in Content Builder?

- A. AMP Script is only allowed in a paste HTML email
- B. There is no benefit, as both approaches behave the same
- C. A reference block acts as a pointer to an existing block
- D. The editor shows the content of the referenced block

Answer: D ([LEAVE A REPLY](#))

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### NEW QUESTION: 17

Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

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

Answer: ([SHOW ANSWER](#))

### NEW QUESTION: 18

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- A. Configure Field-Level Encryption in import file.
- B. Manage Files in File Transfer.
- C. Specify character encoding in import file.

Answer: ([SHOW ANSWER](#))

### NEW QUESTION: 19

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Pending tab in Content Builder
- B. Tracking tab in Journey Builder
- C. Overview tab in email Studio

**Answer: A (LEAVE A REPLY)**

### NEW QUESTION: 20

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers.

Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use a Guided Send to perform a test send to Internal users using subscriber data.
- B. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

**Answer: (SHOW ANSWER)**

Explanation

Using Preview and Test, selecting a targeted subscriber, and sending the email to internal team members is what NTO should do to build confidence in its dynamic email capabilities. Preview and Test is a feature that allows you to preview how your email will look for different subscribers based on their data and personalization. You can also send a test email to yourself or other internal team members to verify the content and functionality of your email. Using a Guided Send to perform a test send to internal users using subscriber data would also work, but it would consume tracking data and affect reporting. Using CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs would not be feasible or efficient.

### NEW QUESTION: 21

What is a true statement about the Master Unsubscribe? (Choose 3)

- A. Subscribers can log in to the Salesforce Marketing Cloud to unsubscribe
- B. Subscribers can Master unsubscribe themselves via the Subscription Center
- C. Subscribers can be Master unsubscribed via an import to All Subscribers
- D. Subscribers can be manually unsubscribed in Subscriber Properties
- E. Subscribers can contact the Salesforce Marketing Cloud to unsubscribe

**Answer: A,B,D (LEAVE A REPLY)**

### NEW QUESTION: 22

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: C,D,E (LEAVE A REPLY)**

Explanation

[https://help.salesforce.com/articleView?id=mc\\_jb\\_schedule\\_an\\_audience.htm&type=5](https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5)

### NEW QUESTION: 23

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

**Answer: B,C (LEAVE A REPLY)**

### NEW QUESTION: 24

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. Query Activity
- C. Data Filter
- D. Synchronized Data

**Answer: C (LEAVE A REPLY)**

### NEW QUESTION: 25

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends.

Which tool should supply insights into the tone of subject lines?

- A. Einstein Recommendations
- B. Einstein Messaging Insights
- C. Einstein Copy Insights

**Answer: C (LEAVE A REPLY)**

Explanation

Einstein Copy Insights is the tool that should supply insights into the tone of subject lines. Einstein Copy Insights is a feature that uses natural language processing and machine learning to analyze your subject lines and provide suggestions for improvement. It also shows you the tone of your subject lines, such as positive, negative, neutral, or mixed, and how it affects your engagement metrics, such as open rate, click rate, etc.

Einstein Recommendations is a feature that uses artificial intelligence to provide personalized product or content recommendations for your subscribers based on their behavior and preferences. Einstein Messaging Insights is a feature that uses predictive intelligence to identify issues or opportunities with your email campaigns based on performance trends and anomalies.

**NEW QUESTION: 26**

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Builder

**Answer: C (LEAVE A REPLY)**

Explanation

Journey Builder is the tool that allows marketers to create and manage customer journeys across multiple channels and touchpoints. Journey Builder can also perform A/B testing and random splits to test different versions of messages and paths. [Source: Trailhead]

**NEW QUESTION: 27**

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

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 28**

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

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

**Answer: (SHOW ANSWER)**

Explanation

[https://help.salesforce.com/articleView?id=mc\\_es\\_content\\_detective.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5)

### NEW QUESTION: 29

Northern Trail Outfitters sends order confirmations to customers who have made online purchases. Delivery of these emails must follow the "Transactional" CAN-SPAM requirements.

What feature should the marketer use?

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

**Answer: A (LEAVE A REPLY)**

### NEW QUESTION: 30

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

**Answer: B (LEAVE A REPLY)**

### NEW QUESTION: 31

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. 4
- B. 3
- C. 5
- D. 6

**Answer: B (LEAVE A REPLY)**

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**NEW QUESTION: 32**

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within content slot?

- A. Configure restrictions within a Content Area for approval block types
- B. Configure Content Blocks to only be usable within approved templates.
- C. Under user permissions, select limited template access.

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 33**

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. Use images, not text, to improve email look and branding.
- B. Add a clear, brief, and urgent call-to-action.
- C. Include relevant preheader text in every email.
- D. Send earlier in the day to give subscribers more time to check email.

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 34**

Northern Trail Outfitters is building a data extension that will store preference data for the its subscribers.

Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Is Sendable
- B. Nullable
- C. Primary Key

**Answer: C (LEAVE A REPLY)**

## Explanation

A data extension that is used for a SQL Query Activity must have a primary key. The primary key ensures that each record is unique and can be updated by the query. The Is Sendable and Nullable settings are not required for a SQL Query Activity, but they affect how the data extension can be used for sending emails and storing null values.

### **NEW QUESTION: 35**

A marketer is importing a file using the import wizard and wants to ensure that only new records are added during the import process. How can the marketer achieve this? (Choose 2)

- A. Select the update type Overwrite
- B. Select the update type Add Only
- C. Ensure that the data extension contains a primary key
- D. Select the update type Add and Update

**Answer:** ([SHOW ANSWER](#))

### **NEW QUESTION: 36**

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

**Answer:** C ([LEAVE A REPLY](#))

## Explanation

Using contrasting colors is a best practice for designing accessible emails, as it helps users with visual impairments or color blindness to distinguish between different elements of the email. Contrasting colors can also improve readability and attention for all users. A common guideline for choosing contrasting colors is to use a minimum contrast ratio of 4.5:1 between foreground and background colors.

### **NEW QUESTION: 37**

A marketer wants 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. 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

- C. Configure Web Collect to return an error message for any email address that does not conform to standard conventions
- D. 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

**Answer: B ([LEAVE A REPLY](#))**

### **NEW QUESTION: 38**

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 extract data from an Audience data extension for analysis
- B. The ability to update or create Salesforce CRM objects or records
- C. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests
- D. The ability to set criteria to segment contacts based on behavior using SQL
- E. The ability to set goals and have the system listen to see if users met the goal

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 39**

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

**Answer: A ([LEAVE A REPLY](#))**

Explanation

Test sends are not recorded on the Send Log Data Extension is the correct answer. A Send Log Data Extension is a data extension that captures information about each email send, such as subscriber key, email name, subject line, send date, etc. However, test sends are not recorded on the Send Log Data Extension, as they are not considered actual sends. Test sends are used to preview and test how your email will look for different subscribers before sending it to your target audience. The send exceeded the maximum test send threshold is not a valid reason, as there is no such limit for test sends in Marketing Cloud. A subscriber was not selected in the Subscriber Preview tab is not a valid reason either, as this option only affects how you preview your email content, not how you record your test send information. You can learn more about this in the [Email Testing Tools] module on Trailhead.

### **NEW QUESTION: 40**

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email.

Which results file format is available for selection when generating this report?

- A. Word Document (.docx)
- B. Data File (.csv)
- C. Compressed File (.tar.gz)
- D. Image File (.jpg)

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 41**

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers.

Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Collect emails at offline activities, including in stores.
- C. Send an email to NTO's entire customer database asking for referrals.

**Answer: B (LEAVE A REPLY)**

Explanation

One of the best practices to increase email subscribers is to collect emails at offline activities, including in stores<sup>1</sup>. This way, NTO can capture the interest of potential customers who are already engaged with their brand and products. NTO can also offer incentives, such as discounts or freebies, to encourage customers to sign up for their email list. By collecting emails at offline activities, NTO can build a permission-based and relevant email list that can improve their deliverability and engagement rates.

Sending an SMS to NTO's entire customer database with a link to subscribe is not a good practice, as it may violate the consent and privacy laws of different countries<sup>2</sup>. Moreover, sending an SMS to customers who have not opted in for SMS communication may annoy them and damage NTO's reputation. NTO should only send SMS messages to customers who have explicitly agreed to receive them and provide them with an easy way to opt out. Sending an email to NTO's entire customer database asking for referrals is also not a good practice, as it may result in spam complaints and unsubscribes<sup>3</sup>. Asking for referrals should be done in a targeted and personalized way, based on the customer's behavior and preferences. NTO should also provide incentives and clear instructions for customers who want to refer their friends and family to NTO's email list. References := 1: Optimizing Marketing Cloud: Best Practices for Managing Inactive Accounts - Salesforce 2: How You Can Keep Email Subscribers Engaged | Salesforce 3: Email Marketing Best Practices - Salesforce.com

#### **NEW QUESTION: 42**

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 three.)

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

**Answer: A,B,E (LEAVE A REPLY)**

#### **NEW QUESTION: 43**

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

**Answer: B (LEAVE A REPLY)**

#### **NEW QUESTION: 44**

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

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

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 45**

A local craft store is implementing 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 two.)

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

**Answer: A,C (LEAVE A REPLY)**

#### **NEW QUESTION: 46**

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a

test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

- A.** Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.
- B.** Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- C.** Create a Test data extension composed of the management team and Test Send to the Test data extension.
- D.** Find each individual with Subscriber Preview and Test Send to each individual Recipient.

**Answer: A (LEAVE A REPLY)**

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#### **NEW QUESTION: 47**

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A.** The new email address is from an unsupported domain.
- B.** The email address has not been updated in All Subscribers.
- C.** The customer has not opted in again with the new address.

**Answer: (SHOW ANSWER)**

Explanation

The email address has not been updated in All Subscribers is the correct answer. All Subscribers is the master list of subscribers in Marketing Cloud, and it stores the email address, subscriber key, and status for each subscriber. If a subscriber changes their email address, it needs to be updated in All Subscribers as well as in any other data extensions or lists that store the subscriber information. Otherwise, Marketing Cloud will

still send emails to the old address stored in All Subscribers. You can learn more about this in the Manage Subscribers module on Trailhead.

**NEW QUESTION: 48**

A marketer has been tasked with ensuring Northern Trail Outfitters' unsubscribe mechanisms are CAN-SPAM compliant and follow industry best practices.

Which two criteria should the marketer incorporate into campaigns to ensure compliance and align with current best practices?

Choose 2 answers

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

**Answer:** [\(SHOW ANSWER\)](#)

**NEW QUESTION: 49**

What are some ways that a marketer can improve deliverability of their emails? (Choose 4)

- A. Add how the subscriber subscribed to your email
- B. Subject line recognition
- C. Address Book Strategy - add address book tool to your emails.
- D. Identify the message as an advertisement
- E. Ensure all subscribers have given you permission

**Answer:** [A,B,C,E \(LEAVE A REPLY\)](#)

**NEW QUESTION: 50**

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 less frequently
- C. Send emails more frequently
- D. Request they resubscribe

**Answer:** [C \(LEAVE A REPLY\)](#)

**NEW QUESTION: 51**

Northern Trail Outfitters (NTO) would like to send shipping email notifications to members. Shipping fulfillment data is included in a file which is moved at frequent intervals to a folder on NTO's Enhanced SFTP Account.

Which solution can be used to achieve this?

- A. File Drop Entry Source in Journey Builder
- B. Import Activity in Email Studio
- C. Triggered Email in Email Studio
- D. File Drop Starting Source in Automation Studio

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 52**

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

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 53**

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPScript to reference data in a second, non-sendable data extension named Loyalty Members. Which field on the Mountain Manor Campaign Data Extension should be created as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

- A. Loyalty Member ID
- B. Email Address
- C. Loyalty Member Status
- D. Full Name

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 54**

A new data extension named "Orders" contains order data

a. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- A. OrderNumber will be used as the Primary Key
- B. CustomerID will be used as the Primary Key
- C. All fields in the data extension are nullable
- D. The OrderNumber field will be a Number data type field

**Answer: A (LEAVE A REPLY)**

#### **NEW QUESTION: 55**

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

- A. Enhanced Dynamic Content Blocks
- B. AMP script Search Functions
- C. Personalization Strings

**Answer: B (LEAVE A REPLY)**

Explanation

AMPscript Search Functions can be used to build this level of personalization into the email that Northern Trail Outfitters is looking for. AMPscript Search Functions allow marketers to query data from multiple data extensions within a single email and use conditional logic to display personalized content based on the results.

Personalization Strings can only access data from the sendable data extension or the subscriber attributes, not from other data extensions. Enhanced Dynamic Content Blocks can only access data from a single data extension that is linked to a filter definition, not from multiple data extensions.

#### **NEW QUESTION: 56**

A bank wants to send a series of emails to customers who open a new savings account. The first email is sent immediately after the account is opened to confirm the action. The second email is sent one day after the account is opened. The third email is sent five days after the account is opened only if the customer has not made a new deposit. The final email is sent ten days after the account has been opened and the customer still has not made a deposit, or eight days after the customer opened the account and made a deposit, but has not opened any emails. The data is stored in two data extensions. The bank has two versions of each email:

English and Spanish. The bank wants to automate sending the emails. Which process could the bank use?

- A. Create a data relationship and a Measure, use Drag and Drop Segmentation to create data filters, and use Filter activities
- B. Use Drag and Drop Segmentation to create data filters, and the use Filter activities
- C. Use Query Activities

D. Use Drag and Drop Segmentation to create data filters

**Answer: A,B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 57**

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

A. SQL Query activities

B. File Drop Automations

C. APIs

**Answer: ([SHOW ANSWER](#))**

Explanation

APIs are application programming interfaces that allow different systems to communicate and exchange data with each other. APIs can be used to perform various tasks in Marketing Cloud, such as creating or updating subscribers, sending messages, triggering automations, retrieving tracking data, etc. APIs can also be used to update subscriber information in real time based on their actions or preferences.

#### **NEW QUESTION: 58**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

A. Copy the filtered data extension and add additional filter criteria.

B. Use the Split option to temporarily add additional filter criteria.

C. Copy the data filter and build a new data extension with additional filter criteria.

**Answer: C ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 59**

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview & Test Content Personalization option should be used?

A. Based on Recipient test Data Extension

B. Based on Subscriber Preview List or Data Extension

C. Based on Preview

**Answer: B ([LEAVE A REPLY](#))**

Explanation

Based on Subscriber Preview List or Data Extension is a Preview & Test Content Personalization option that allows marketers to preview how an email will look for different subscribers based on their personalization attributes and dynamic content rules. Marketers

can select a list or data extension that contains the subscribers they want to preview, and then use the arrows or search function to navigate through the different previews.

#### NEW QUESTION: 60

A marketer send an email to a send able data extension that contains a customer \_ id fields with a numeric of data type that relates to the subscribers key and the all subscribers list as a send relationship Which two statements are correct about the emails send behavior for any subscribers who currently does not exist on the all subscribers list? Choose two answers

- A. the subscriber will be added to the all subscribers list with a status of active.
- B. if the customer id filled does not exist on all subscribers list the email send will be fail
- C. the primary key and demographic data will be added to the all subscriber list
- D. the email address and the subscribers key

Answer: A,D ([LEAVE A REPLY](#))

#### NEW QUESTION: 61

NTO outfitters wants its email to renders mobile and desktop devices. NTO would like the emails to be responsive Which two technique should be used? Choose two answers

- A. html
- B. Request to display block on all images
- C. Include
- D. use a basic and thin template in content builder

Answer: A,D ([LEAVE A REPLY](#))

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#### NEW QUESTION: 62

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file.

The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Import File
- B. Fire Event
- C. File Transfer

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 63**

A marketer needs to import a text file and does not have access to the account's Enhanced SFTP site.

How should the data be imported?

- A. Manual Data Filter Refresh
- B. Import Activity Interaction
- C. Import Subscriber Wizard
- D. Data Extract Activity Interaction

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 64**

A marketing team wants to narrow down a customer population of several billion subscribers based on e-commerce order details and rapidly explore the data to find appropriate segments

, what tool should the marketing team use

- A. data extract activity
- B. filters
- C. profile attributes
- D. Audience builder

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 65**

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

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 66**

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. Compare Email Sends on the Tracking page
- B. Include Measures within a Filter

C. Email Comparison Report

D. Email Send Report

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 67**

What is a purpose of marking an attribute as hidden?

A. The attribute is not available to subscribers on the Profile Center

B. The attribute is not available to store data

C. The attribute is not available for CAN-SPAM compliance

D. The attribute is not available to other users in the account

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 68**

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. Automation Studio Schedule Starting Source

B. Journey Builder Import Activity Entry Source

C. Journey Builder Fire Event Entry Source

D. Automation Studio File Drop Starting Source

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 69**

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCBD40AB3BF70D5D

correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment

once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

A. Filtered Group

B. Data Filter

C. SQL Query Activity

D. Filter Activity

**Answer: A,D (LEAVE A REPLY)**

**NEW QUESTION: 70**

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

**Answer: C,D (LEAVE A REPLY)**

### **NEW QUESTION: 71**

A subscriber unsubscribes upon receiving an email from Northern Trail Outfitters (NTO). At the bottom of the NTO email, the subscriber sees three links: Manage Subscriptions, Profile Center, and One-Click Unsubscribe.

The subscriber clicks One-Click Unsubscribe.

Given that NTO is using the default subscription center, which two options are given when the subscriber clicks One-Click Unsubscribe?

Choose 2 answers

- A. Subscriber can choose which publications to unsubscribe from.
- B. Subscriber can choose to be removed from the data extension.
- C. Subscriber can choose to resubscribe to the list used for the send.
- D. Subscriber can choose to be unsubscribed from all NTO publications.

**Answer: A,D (LEAVE A REPLY)**

### **NEW QUESTION: 72**

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing - bounce rates up to 30% are acceptable.

**Answer: B (LEAVE A REPLY)**

Explanation

Removing the bounced addresses before the next send is a best practice to uphold the sender reputation and avoid being marked as spam. Bounce rates above 10% are considered high and can negatively affect the deliverability and engagement of email campaigns. [Source: Trailhead]

### **NEW QUESTION: 73**

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. File Drop Automations
- B. APIs

C. SQL Query activities

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 74**

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

- A. DoNotTrack preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

**Answer: B ([LEAVE A REPLY](#))**

Explanation

The correct answer is B because bounced contacts from previous sends are excluded from future sends by default, unless they are reactivated. DoNotTrack preferences only affect tracking data, not sending. Suppressed contacts from contact deletion are not relevant because the data extension contains the audience for the send.

**NEW QUESTION: 75**

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- A. Einstein Copy Insights
- B. Einstein Email Recommendations
- C. Einstein Messaging Insights

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 76**

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

**Answer: ([SHOW ANSWER](#))**

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#### **NEW QUESTION: 77**

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP. How should the automation be configured to run?

- A. Schedule the automation to run hourly.
- B. Trigger the automation via API.
- C. Use a File Drop starting source.

**Answer: B (LEAVE A REPLY)**

Explanation

Triggering an automation via API is a method that allows marketers to start an automation based on an external event or process, such as a website action. The automation can be triggered by calling the Perform method of the Automation object in the SOAP API. This method can be used to run an automation immediately or schedule it for a future date and time.

#### **NEW QUESTION: 78**

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year. What should NTO use to ensure the most up-to-date content is included in each email?

- A. Einstein Content Selection
- B. Dynamic Content Block
- C. Reference Content Block

**Answer: C (LEAVE A REPLY)**

#### **NEW QUESTION: 79**

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. Email Address
- B. List Attributes
- C. Data Extension Fields

D. Order History

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 80**

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

**A.** Send both email and SMS to ensure subscribers get NTO's messages.

**B.** Create one Entry Source for each messaging channel.

**C.** Ensure preferred channel is available in subscriber data.

**Answer: C (LEAVE A REPLY)**

Explanation

Ensuring preferred channel is available in subscriber data is the correct answer. This option allows you to use dynamic content or decision splits in Journey Builder to honor the opt-in communication method of your subscribers. For example, you can use an attribute or a data extension field that indicates whether a subscriber opted-in via email or SMS, and then use that information to send them a welcome message through their preferred channel. Sending both email and SMS to ensure subscribers get NTO's messages is not a good option, as it may annoy or spam your subscribers who only opted-in for one channel. Creating one entry source for each messaging channel is not necessary, as you can use one entry source that supports both channels, such as API event or CloudPages form submit. You can learn more about this in the [Journey Builder Basics] module on Trailhead.

**NEW QUESTION: 81**

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.** Personalized recommendations

**B.** Sending multiple emails in one day

**C.** Opting customers in automatically

**D.** Preventing customers from opting out

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 82**

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 two.)

- 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: B,D ([LEAVE A REPLY](#))**

### **NEW QUESTION: 83**

Northern Trail Outfitters (NTO) 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 three.)

- A. NTO is storing product and store data.
- B. NTO has fewer than 15 data points.
- C. NTO needs flexible data storage.
- D. NTO has fewer than 250,000 subscribers.
- E. NTO will be using Journey Builder.

**Answer: ([SHOW ANSWER](#))**

### **NEW QUESTION: 84**

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. Mobile Responsive
- B. Mobile Aware
- C. Responsive Aware

**Answer: B ([LEAVE A REPLY](#))**

### **NEW QUESTION: 85**

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a RecipientTest Data Extension in the Test Send menu?

- A. Save the data extension in the Test Folder.
- B. Create the data extension as 'Is Testable'.
- C. Associate the data extension to the Campaign.

**Answer: ([SHOW ANSWER](#))**

Explanation

Creating the data extension as 'Is Testable' is the option that ensures the data extension appears as a Recipient Test Data Extension in the Test Send menu. This option allows the marketer to use the data extension for testing purposes only, and not for actual sends.

Saving the data extension in the Test Folder or associating it to the Campaign does not affect its availability for test sends.

**NEW QUESTION: 86**

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily. Which two activities should NTO consider using? (Choose two.)

- A. Data Extract Activity
- B. Filter Activity
- C. Segment Activity
- D. SQL Query Activity

**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 87**

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript.

Which statement best describes how AMPscript can be used to customize email messages?

- A. Automates the template creation process
- B. Automates the flow of creating email messages
- C. Provides advanced content personalization
- D. Inserts responsive content based on the user's viewing device

**Answer: C (LEAVE A REPLY)**

Explanation/Reference:

**NEW QUESTION: 88**

The Northern Trail Outfitters (NTO) marketers want to easily track the performance of NTO's interest and profile data capture journeys.

Which action should the marketer take to evaluate conversion of those journeys?

- A. Export the journey email analytics.
- B. Define a goal for each journey.
- C. Review opens and clicks activity summaries.

**Answer: B (LEAVE A REPLY)**

Explanation

The action that the marketer should take to evaluate conversion of those journeys is to define a goal for each journey<sup>1</sup>. A goal is a measure of success for a journey, such as a purchase, a subscription, or a registration<sup>2</sup>. By defining a goal for each journey, the marketer can track how many contacts achieved the desired outcome after receiving the email messages in the journey<sup>3</sup>. The marketer can also compare the goal metrics across

different journeys to identify which ones are more effective and optimize them accordingly<sup>4</sup>.

Exporting the journey email analytics is not the correct answer, as it does not help evaluate conversion of those journeys. Exporting the journey email analytics is a feature that allows the marketer to download a CSV file with detailed information about the email performance in a journey, such as sends, opens, clicks, bounces, and unsubscribes. By exporting the journey email analytics, the marketer can analyze the email engagement and deliverability in a journey, but they cannot measure the conversion or outcome of the journey.

Reviewing opens and clicks activity summaries is also not the correct answer, as it does not help evaluate conversion of those journeys. Reviewing opens and clicks activity summaries is a feature that allows the marketer to view the aggregate statistics of the email activity in a journey, such as total opens, unique opens, total clicks, and unique clicks. By reviewing opens and clicks activity summaries, the marketer can monitor the email interaction and interest in a journey, but they cannot measure the conversion or outcome of the journey. References := 1: Define Goals - Salesforce 2: Journey Builder Best Practices - Salesforce 3: Analyze Journey Performance - Salesforce 4: Marketing Cloud Journey Builder: How to Measure Success : Export Journey Email Analytics - Salesforce : Email Activity Summary - Salesforce

#### **NEW QUESTION: 89**

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A.** The subscriber is automatically unsubscribed from the business unit from which the send originated
- B.** The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- C.** The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- D.** The subscriber is automatically unsubscribed from the list from which the send originated

**Answer: D (LEAVE A REPLY)**

#### **NEW QUESTION: 90**

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.

Which journey type is the best solution for the marketer to set up?

- A.** Single Send Journey
- B.** Transactional Send Journey
- C.** Multi-Step Journey

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 91**

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

**Answer: A (LEAVE A REPLY)**

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**NEW QUESTION: 92**

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

**Answer: B,D (LEAVE A REPLY)**

**NEW QUESTION: 93**

Where do you click Connect Campaign to associate a campaign with a journey?

- A. Email Studio
- B. The Campaign Messages component on the Lead or Contact record
- C. The Campaign Messages component on the campaign record
- D. Journey Builder

**Answer: D (LEAVE A REPLY)**

**NEW QUESTION: 94**

NTO wants 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 there refreshing of the segment once it is tested. Which two tools should be used to test and configure the segment?

Choose two answers.

- A. data filter
- B. filtered code
- C. filter activity
- D. SQL query activity

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 95**

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. A verification step In the send automation
- C. An approval process for sending

**Answer:** A ([LEAVE A REPLY](#))

Explanation

A nightly automation with a filter activity can help ensure they have fresh data for their sends by updating the filtered data extensions with the latest data from the primary data extension. A verification step in the send automation may not be sufficient if the data changes frequently or if there are multiple send automations. An approval process for sending may not affect the freshness of the data.

**NEW QUESTION: 96**

When a customer sends to a data extension where are list level unsubscribers recorded?

Chose 2

- A. Group List
- B. Publication List
- C. None of the above
- D. All subscribers List

**Answer:** B,D ([LEAVE A REPLY](#))

**NEW QUESTION: 97**

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

**Answer:** [\(SHOW ANSWER\)](#)

#### **NEW QUESTION: 98**

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

**Answer:** B,D [\(LEAVE A REPLY\)](#)

#### **NEW QUESTION: 99**

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Use the Update Contact a:
- B. Ensure the Contact entry mode is No re-entry
- C. A Utilize exit criteria for the journey.

**Answer:** B [\(LEAVE A REPLY\)](#)

#### **NEW QUESTION: 100**

How can a subscriber update their profile attributes?

- A. By calling customer service
- B. By emailing their sales representative
- C. By unsubscribing from a list
- D. By accessing the profile center

**Answer:** D [\(LEAVE A REPLY\)](#)

#### **NEW QUESTION: 101**

A marketing manager has created a global template at the top level to control branding standards and make updates easy. The template needs to be used company-wide across all business units.

How should the manager configure the template once it's moved to the shared folder to ensure it remains on-brand?

- A. Select the Edit Globally permission option.
- B. Select the View and Send permission option.
- C. Make a copy in each business unit to allow local edits.

**Answer: B (LEAVE A REPLY)**

Explanation

The manager should configure the template once it's moved to the shared folder to select the View and Send permission option<sup>1</sup>. This option allows the manager to grant access to the template to other business units, but prevent them from making any changes to the template content or layout<sup>1</sup>. This way, the manager can ensure that the template remains consistent and on-brand across all business units.

Selecting the Edit Globally permission option is not the correct answer, as it does not ensure that the template remains on-brand. This option allows the manager to grant access to the template to other business units, but also allow them to make changes to the template content or layout<sup>1</sup>. This way, the manager may lose control over the template and risk having different versions of the template across different business units.

Making a copy in each business unit to allow local edits is also not the correct answer, as it does not ensure that the template remains on-brand. This option allows the manager to create separate copies of the template for each business unit, but also allow them to make changes to their own copy of the template<sup>2</sup>. This way, the manager may have difficulty managing and updating multiple copies of the template across different business units.

References := 1: Share Content Across Business Units - Salesforce 2: Content Builder Best Practices - Salesforce

### **NEW QUESTION: 102**

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension?

- A. Select the 'Use for triggered send' checkbox.
- B. Create from template and choose triggered send template.
- C. Include Subscriberkey and Emailaddress field as primary key.

**Answer: C (LEAVE A REPLY)**

### **NEW QUESTION: 103**

EXAM Question: Describe Global legal compliance guidelines. CAN-SPAM (Controlling the Assault on Non-solicited Pornography and Marketing Act). CAN-SPAM act requires that commercial emails: (Choose 6)

- A. CAN-SPAM can be ignored.
- B. Include your Physical mailing address
- C. Accurately identify the sender in header info.
- D. ID message as advertisement unless you have opt-in from subscriber
- E. Provide a mechanism to opt-out.

F. Honor Opt-out requests within 10 days and unsubscribe must be operational for 30 days.

G. Honor Opt-out within 5 days and unsubscribe must be operational indefinitely.

H. Use a subject line that accurately represents the email.

**Answer: (SHOW ANSWER)**

**NEW QUESTION: 104**

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. Publication lists

B. Profile attributes

C. Suppression lists

D. List unsubscribe

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 105**

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

A. 10%

B. 20%

C. 5%

D. 15%

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 106**

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

A. Email body

B. Link Content

C. Footer

D. Envelope content

**Answer: D (LEAVE A REPLY)**

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**NEW QUESTION: 107**

Northern Trail Outfitters (NTO) would like to evaluate which email content customers click most frequently. The email team wants to track click behavior for all linked hero images using the naming convention "Hero\_CTA." What are two methods to ensure click behavior on these images is tracked with this naming convention? Choose 2 answers

- A. Include an alias attribute in each anchor tag and populate it with "Hero\_CTA."
- B. Add "Hero\_CTA" to the Tracking Alias field for each link.
- D. Include "Hero\_CTA" in the filename for each Hero image.
- C. Include "Hero\_CTA" in the Link Tooltip field for each link.

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 108**

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

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 109**

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split
- B. Frequency Split
- C. Scoring Split

**Answer: (SHOW ANSWER)**

Explanation

Engagement Split is the Journey Builder activity that NTO should use. Engagement Split is an activity that allows you to split contacts based on how they interacted with a previous email send, such as opened, clicked, or converted. You can use this activity to include

specific content for your most engaged customers and different content for your least engaged customers. Frequency Split is an activity that allows you to split contacts based on how often they have received messages from your account. Scoring Split is an activity that allows you to split contacts based on their Einstein Engagement Score.

**NEW QUESTION: 110**

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

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 111**

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design. Which best practice should NTO employ?

- A. Remove role="presentation" from layout tables to support assistive technologies.
- B. Increase the font size (over 16pt) to make the content easier to read.
- C. Reduce line spacing to fit more content on the screen and reduce scrolling.

**Answer: A (LEAVE A REPLY)**

**NEW QUESTION: 112**

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

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

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 113**

A data administrator is creating a new data extension to store product catalog data

a. Character length limit is specified for each field.

What are two benefits of ensuring field lengths are accurate? (Choose two.)

- A. To optimize import process speed
- B. To save the data extension
- C. To determine the correct data type
- D. To ensure data integrity

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 114**

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. Triggered Send
- C. Send Flow
- D. Recurring Send Schedule via Guided Send

**Answer:** B ([LEAVE A REPLY](#))

**NEW QUESTION: 115**

A marketer from NTO wants to share multiple assets in content builder for a campaign with another business unit in their account, how should do marketer share these assets?

- A. Create and share a folder for the assets in content builder.
- B. Switch to classic content to move the assets into the shared content folder.
- C. Individually share each assets with the other business unit in content builder
- D. Move the content into a shared content folder in content builder

**Answer:** ([SHOW ANSWER](#))

**NEW QUESTION: 116**

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 two.)

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

**Answer:** ([SHOW ANSWER](#))

Explanation

**NEW QUESTION: 117**

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement, NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

A)

%%contactkey%%

B)

%%subscriberid%%

C)

%%memberid%%

A. Option A

B. Option B

C. Option C

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 118**

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

A. Sender Profile

B. Campaigns

C. Tabs

**Answer: B ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 119**

Other than an image a file must be XX MB or less in size?

A. 1 MB

B. 1 KB

C. 5MB

B 25 MB

**Answer: A ([LEAVE A REPLY](#))**

#### **NEW QUESTION: 120**

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.

What is the optimal way to manage unsubscribes by communication type?

A. Create a Boolean field for each communication type in the data extension and update the Profile Center.

B. Create publication lists for each communication type, and associate the publication list on the send definition.

C. Create suppression lists for each communication type, and associate the suppression list on the send definition.

D. Create separate data extensions for each communication type and customize the subscription page.

**Answer: (SHOW ANSWER)**

#### **NEW QUESTION: 121**

Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike.

The executive team would like the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use to achieve this?

A. Send Email Activity

B. Triggered Send

C. Send Flow

D. Send Throttling

**Answer: B (LEAVE A REPLY)**

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#### **NEW QUESTION: 122**

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000 subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure that the 7,000 subscribers that exist on both lists don't receive the same email twice?

A. Suppression List

B. Domain Exclusion List

C. Exclusion List

D. Exclusion Script

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 123**

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. An approval process for sending
- C. A verification step in the send automation

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 124**

A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. He has no prior knowledge of SQL. Which tool would he use:

- A. Automation Studio
- B. Predictive Email
- C. Scheduled Send Emails
- D. Journey Builder

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 125**

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 126**

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 127**

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

- A. A Schedule report and email the link to download.
- B. Schedule report and email file to the director.
- C. Schedule report to export as a web page.

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 128**

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Wizard to add new records into the data extension.
- B. Use the Import Activity to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to overwrite the records in the data extension.

**Answer: D ([LEAVE A REPLY](#))**

**NEW QUESTION: 129**

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 130**

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. Delivery Profile
- C. Sender Profile

D. Dynamic Content

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 131**

By clicking what tab in Exact Target will you be able to view emails that are scheduled to be sent?

- A. Email Tab
- B. Pending Tab
- C. Lists tab
- D. Templates Tab

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 132**

Northern Trail Outfitters (NTO) wants to send out three emails In Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- A. Add each Send Email activity to different steps in an automation.
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to a single step in an automation.

**Answer: A (LEAVE A REPLY)**

Explanation

Adding each send email activity to different steps in an automation ensures that each email is fully sent before the next email begins sending. The automation will wait for the completion of each step before moving on to the next one. Including a verification activity between each step is unnecessary and may cause errors. Adding each send email activity to a single step in an automation will send all emails at the same time.

**NEW QUESTION: 133**

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

**Answer: C ([LEAVE A REPLY](#))**

**NEW QUESTION: 134**

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible.

Which best practice should the email designer follow to meet accessibility standards?

- A. Use contrasting colors
- B. Build image-based emails.
- C. Minimize whitespace

**Answer: A ([LEAVE A REPLY](#))**

**NEW QUESTION: 135**

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

- A. Enhanced Dynamic Content
- B. Einstein Copy Insights
- C. Einstein Content Selection

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 136**

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Delete the subscriber from All Subscribers
- B. Use the complaint exclusion list on future sends.
- C. Add the subscriber to the auto-suppression list.

**Answer: ([SHOW ANSWER](#))**

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**NEW QUESTION: 137**

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Subscriber Preview
- B. Einstein Approval Workflow
- C. Content Builder Approval Workflow

**Answer: C (LEAVE A REPLY)**

**NEW QUESTION: 138**

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production emails are sent with the TACO prefix.

- A. In Send Management, add the word TACO to the Auto-Suppression Rules.
- B. In the Subject/Preheader Validation section of Email Studio, add the word TACO.
- C. In Send Classifications, delete TACO from the available classification options.

**Answer: B (LEAVE A REPLY)**

Explanation

The option that NTO should choose to ensure no production emails are sent with the TACO prefix is B. In the Subject/Preheader Validation section of Email Studio, add the word TACO. Subject/Preheader Validation is a feature that allows NTO to set rules and conditions for validating the subject line and preheader text of their emails before sending them. By adding the word TACO to the Subject/Preheader Validation section, NTO can prevent any email with the TACO prefix in the subject line from being sent, and receive an error message instead. This way, NTO can avoid sending test emails to their production audience by mistake.

A: In Send Management, add the word TACO to the Auto-Suppression Rules is not the correct answer, as it does not ensure no production emails are sent with the TACO prefix. Auto-Suppression Rules are a feature that allows NTO to automatically exclude subscribers from email sends based on certain criteria, such as email address, domain, or attribute value. By adding the word TACO to the Auto-Suppression Rules, NTO can exclude any subscriber who has the word TACO in their email address or other fields, but they cannot exclude any email that has the TACO prefix in the subject line.

C: In Send Classifications, delete TACO from the available classification options is also not the correct answer, as it does not ensure no production emails are sent with the TACO prefix. Send Classifications are a feature that allows NTO to define the settings and attributes of an email send, such as the sender profile, delivery profile, CAN-SPAM classification, and priority. By deleting TACO from the available classification options,

NTO can remove any send classification that has the word TACO in its name or description, but they cannot remove any email that has the TACO prefix in the subject line. References := 1: Subject/Preheader Validation - Salesforce 2: Auto-Suppression Rules - Salesforce 3: Send Classifications - Salesforce

**NEW QUESTION: 139**

Northern Trail 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 be used to specify which IP address is used for retail vs. corporate?

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

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 140**

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 run the backup automatically?

- A. Data Extract
- B. Filter
- C. Import File
- D. SQL Query

**Answer: ([SHOW ANSWER](#))**

**NEW QUESTION: 141**

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

**Answer: B ([LEAVE A REPLY](#))**

**NEW QUESTION: 142**

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity is used to make status updates.
- B. The Update Contact Activity is used to make status updates.
- C. The entry sources data extension has a primary key and subscriber key.

**Answer: B (LEAVE A REPLY)**

Explanation

The Update Contact Activity is used to update the contact data in Journey Builder, not to make decisions on it.

To make decisions on the status data, it should be connected to the contact in an attribute group and used in a decision-split activity on the journey canvas. [Source: Trailhead]

### NEW QUESTION: 143

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 a reminder in the Campaign Calendar each day to manually delete the records from the data extension.
- B. Set Data Retention in the Properties of the data extension to delete records older than 30 days.
- C. Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.
- D. Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

**Answer: B (LEAVE A REPLY)**

### NEW QUESTION: 144

Which strategy will improve email deliverability? (Choose 3)

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

**Answer: B,D,E (LEAVE A REPLY)**

### NEW QUESTION: 145

When using a mobile-optimized template, what causes the mobile layout to display?

- A. A subscriber attribute that dictates a mobile layout preference
- B. The email client detection tracking pixel
- C. The specific device that is used to view the email

D. The screen size of the device that is used to view the email

**Answer: B (LEAVE A REPLY)**

**NEW QUESTION: 146**

Northern Trail Outfitters wants to display different content areas based on the subscriber data Which two features can be used to accomplish this? (Choose two.)

A. Dynamic Content

B. AMPscript

C. Profile Mapping

D. Personalization Strings

**Answer: A,B (LEAVE A REPLY)**

**NEW QUESTION: 147**

A local restaurant chain wants to send an email to customers seven days prior to their birthday. The restaurant has one non-technical marketer who has limited experience with the Marketing Cloud. The owner wants the birthday email campaign to start tomorrow. Which tool can the non-technical marketer use most easily to segment and send the birthday email?

A. User-initiated email

B. Automation Studio

C. Query Activity

D. Playbooks

**Answer: D (LEAVE A REPLY)**

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