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Salesforce Certified Marketing Cloud Email Specialist (SU19)

Version 1.0



Exam A

QUESTION 1

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup.

What are the four elements that are required for the creation of a dynamic content rule?

- A. Attribute, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Preferences, Value, Operator, Lists
- D. Customers, Value, Operator, Content

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 2

A marketing team is creating a new data extension. The data extension configuration is very similar to a data extension that is already in use.

What creation method should the team use to create the new data extension?

- A. Create from a Filtered Data Extension
- B. Create from Template
- C. Create from Existing
- D. Create from New

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 3

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

Correct Answer: BCE

Section: (none)

Explanation

Explanation/Reference:

QUESTION 4

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 the NTO administrator use to specify which IP address is used for retail vs. corporate?

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 5 A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? (Choose three.)

- A. Use image-based text for hero graphics.
- B. Cut content to make the message fit above the fold.
- C. Keep copy simple and direct.
- D. Stack the content in a single column.
- E. Design with the most important content at the top.

Correct Answer: CDE

Section: (none)

Explanation

Explanation/Reference:



QUESTION 6

Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.

Which two best practices should NTO employ when sending email? (Choose two.)

- A. Use subscriber data to dynamically populate email content.
- B. Send multiple emails a day to keep the brand top of mind.
- C. Set cadence expectations up front with subscribers.
- D. Send generic content to appeal to all audiences.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 7

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. Sending multiple emails in one day
- B. Personalized recommendations
- C. Opting customers in automatically

D. Preventing customers from opting out

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 8

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

Where can the marketer most easily find this information?

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

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 9

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? (Choose two.)

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

Correct Answer: BD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 10 Northern Trail Outfitters (NTO) wants to leverage Content Builder templates to streamline the email creation process. For its monthly email newsletter, NTO includes content specific to the company's loyalty and non-loyalty members.

How should NTO build the email?

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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 11

A marketer is updating a data extension by manually importing a file. The marketer wants to ensure only new records are added to the data extension during the import process. In

which two ways should the data extension and import be configured? (Choose two.)

- A. Select the update type "Overwrite".
- B. Ensure the data extension has a Primary Key.
- C. Select the update type "Add Only".
- D. Select the update type "Add and Update".

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 12

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.

Correct Answer: BD

Section: (none)

Explanation

Explanation/Reference:

**QUESTION 13**

Northern Trail Outfitters wants to use something other than an email address to identify subscribers.

What functionality can be used to accommodate this?

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

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 14

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 suppression lists for each communication type, and associate the suppression list on the send definition.
- B. Create a Boolean field for each communication type in the data extension and update the Profile Center.

- C. Create publication lists for each communication type, and associate the publication list on the send definition.
- D. Create separate data extensions for each communication type and customize the subscription page.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 15

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 ProfileD. Send Definition

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 16

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

- A. Manage Data Extension Policies
- B. Data Extension Sharing Rules
- C. Date/Time Range for Access
- D. Shared Data Extension Permissions

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 17

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 18

Northern Trail Outfitters' (NTO) branding guidelines require heavy use of imagery on its website, apps, emails, 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.)

- A. Use custom corporate font to match NTO brand.
- B. Add background colors that match branding.
- C. Style alt text for when images do not display automatically.
- D. Make the email completely image based.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 19 A marketer is completing a Send Preview based on a pre-deployment checklist.

What task is validated during the Send Preview?

- A. Confirm that each content area specified in the dynamic content rules exists.
- B. Ensure subscriber status at the time of send is Subscribed or Bounced.
- C. Identify phrases like “click here” or “Free!” that could be marked as spam.
- D. Ensure subscribers have not unsubscribed or are undeliverable.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

**QUESTION 20**

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 file drop automation to execute an import every time a record is updated or added.
- 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 scheduled automation to occur every 15 minutes to ensure the data is current.

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 21 Each time Northern Trail Outfitters sends its monthly promotional email, the volume of support calls spike. The executive team wants the marketing team to slowly send emails throughout the day to avoid customers waiting on hold.

Which feature should the marketing team use?

- A. Triggered Send
- B. Send Throttling
- C. Send Flow

D. Send Email Activity

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 22 Northern Trail Outfitters (NTO) offers a 90-day trial on weekly snack box subscriptions. NTO would like to send out a series of emails to educate and remind members to purchase the subscription before the trial ends.

What tool is an option for this scenario?

- A. Send Flow
- B. Automation Studio
- C. Content Builder
- D. Contact Builder

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 23 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

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 24

Northern Trail Outfitters (NTO) is launching a monthly newsletter for its subscribers to opt in to. NTO needs to ensure CAN-SPAM compliance. In

which two ways can they avoid emails being blocked or marked as spam? (Choose two.)

- A. Use a clear "From" name that is easily recognized.
- B. Include a physical mailing address of the company.
- C. Use animated emojis in subject lines to draw the eye.
- D. Include a "Contact Us" link in the footer.

Correct Answer: AB

Section: (none)

Explanation

Explanation/Reference:

QUESTION 25

A marketer sent a promotional email to contacts who recently attended a trade show. The data extension used for the send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description “Address is non-existent at the domain”?

- A. Undeliverable
- B. Blocked Bounce
- C. Hard Bounce
- D. Soft Bounce

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 26

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder? (Choose two.)

- A. Plan for content to be used cross-channel, eliminating duplicates.
- B. Optimize the way content is stored with a naming convention.
- C. Import all content up front, rather than piece by piece.
- D. Create folders for each type of uploaded content.

Correct Answer: AB

Section: (none)

Explanation

Explanation/Reference:

**QUESTION 27**

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 three.)

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

Correct Answer: ABE

Section: (none)

Explanation

Explanation/Reference:

QUESTION 28

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. SQL Query
- B. Import File

- C. Filter
- D. Data Extract

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 29

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named 'myTestData' contains only the variations needed.

Which method should be used?

- A. Choose data extension of contacts, and then choose to send “Based on Recipient Test Data Extension.”
- B. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- C. Enter the email addresses to receive proofs, and then choose to send “Based on Subscriber Preview 'myTestData.’”
- D. Create a Test data extension that contains the five content variations the two team members need to validate.

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 30

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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 31

Northern Trail Outfitters is using a Smart Capture form in CloudPages to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP.

Which automation configuration should be used?

- A. Schedule Starting Source > SQL Query Activity > File Transfer Activity
- B. File Drop Starting Source > SQL Query Activity > File Transfer Activity
- C. Schedule Starting Source > Data Extract Activity > File Transfer Activity
- D. File Drop Starting Source > Data Extract Activity > File Transfer Activity

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 32

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems.

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. Import unsubscribes with the appropriate status into All Subscribers.
- C. Create an automation triggered on unsubscribes from the other system.
- D. Create a suppression workflow for the unsubscribed accounts.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 33

An email marketer needs a point-and-click tool to create a segment based on everyone who lives in a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.

What solution meets this specification?

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



Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 34 Which two subscriber audiences can be created by using Measures in a Data Filter? (Choose two.)

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

Correct Answer: AD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 35 A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

- A. Send Flow

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

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 36 Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion.

How can this be accomplished most efficiently?

- A. Automation Studio with three separate Welcome automations.
- B. A series of A/B tests to determine the number of emails.
- C. Journey Builder using a Random Split with three branches.
- D. Journey Builder using a Decision Split with three branches.

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 37 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 could this be achieved?

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

Correct Answer: B

Section: (none)

Explanation

Explanation/Reference:

QUESTION 38 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. List Detective
- B. Smart Capture
- C. Filtered Group
- D. Publication List

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 39

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 two.)

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

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 40

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. Send Flow
- B. List Detective
- C. Test Send
- D. Preview and Test

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:



QUESTION 41 A marketer at Northern Trail Outfitters (NTO) has been tasked with growing its email subscriber audience.

Which three best practices should the marketer keep in mind while trying to acquire new email subscribers? (Choose three.)

- A. Use explicit opt-in for any new web sign-ups.
- B. Set expectations on send frequency and schedule.
- C. Tell customers why they want to receive NTO emails.
- D. Ask for detailed demographic information.
- E. Automatically opt-in all new customers.

Correct Answer: ABC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 42

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 two.)

- A. Include "RE:", "FWD:", "etc." to get the reader's attention.
- B. Keep the subject text between 50 and 100 characters long.
- C. Include information relevant to the message in the subject line.

D. A/B test the effectiveness of different subjects.

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 43

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.” Which two different methods would ensure click behavior on these images if tracked with this naming convention? (Choose two.)

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

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 44

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.

Which two options are given when the subscriber clicks One-Click Unsubscribe, given that NTO is using the default subscription center? (Choose two.)

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

Correct Answer: AB

Section: (none)

Explanation

Explanation/Reference:

QUESTION 45 Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder? (Choose three.)

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

Correct Answer: ACD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 46 A marketer needs to share report results with a manager.

Which three options could be used to deliver the report to the manager using Reports in Marketing Cloud? (Choose three.)

- A. Save the report as a Snapshot.
- B. Text a link to the report.
- C. Email the report.
- D. Notify the manager with a pop-up.
- E. Save the report to an SFTP folder.

Correct Answer: ACE

Section: (none)

Explanation

Explanation/Reference:

QUESTION 47

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. Filter Activity
- B. SQL Query Activity
- C. Group Refresh
- D. File Transfer Activity

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 48

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. SQL Query Activity
- B. Group Refresh
- C. Engagement Split
- D. Email Send Report

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 49 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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 50

Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.

Which two elements of the send can be reviewed with Approvals? (Choose two.)

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

Correct Answer: CD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 51

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 All Subscribers List.

What is a true statement regarding the default email send behavior for a pre-existing subscriber?

- A. The email will be sent to the email address stored on the data extension.
- B. The email will be sent to the field marked as the Primary Key.
- C. The email will be sent to the Subscriber Key on the All Subscribers List.
- D. The email will be sent to the email address stored on the All Subscribers List.

Correct Answer: D

Section: (none)

Explanation

Explanation/Reference:

QUESTION 52 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 SFTP. The import has failed and the error is "File Not Found."

Which two steps should resolve the issue? (Choose two.)

- 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 SFTP.
- C. Use the Import Wizard to point to rename the file on the Enhanced SFTP.
- D. Ensure the file to be imported is in the Import Folder on the Enhanced SFTP.

Correct Answer: BD

Section: (none)

Explanation

Explanation/Reference:

QUESTION 53

A marketer is building a highly personalized email which 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 Activity
- B. File Trigger
- C. Data Filter
- D. Profile Management

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 54

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Mobile-aware Design
- B. Desktop-centric Design
- C. Responsive Design
- D. Static Design

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 55

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

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 56

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. Data Extract Activity Interaction
- C. Import Activity Interaction
- D. Import Subscriber Wizard

Correct Answer: C

Section: (none)

Explanation

Explanation/Reference:

QUESTION 57 A marketing manager needs to evaluate two creative versions to determine which is more effective in increasing sales conversions and if this correlates to the version that receives the most clicks. Which two A/B test options should be used? (Choose two.)

- A. The test administrator manually selects the version to send to the remainder.
- B. The test administrator selects the desired audience test segment sizes.
- C. The system automatically sends the winning version to the remainder audience.
- D. The test administrator chooses which subscribers to place in each audience.

Correct Answer: BC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 58

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 two.)

- A. Templates provide the ability to create email messages using content blocks.
- B. One template can only be used for one email, maintaining brand standards.
- C. Emails can be formatted for desktop and mobile without extra coding.
- D. HTML developers are needed to build templates, but not emails.

Correct Answer: AC

Section: (none)

Explanation

Explanation/Reference:

QUESTION 59

Northern Trail Outfitters (NTO) would like 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 address, reply date, and response from subscribers.

How should NTO set up its data extension?

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

Correct Answer: A

Section: (none)

Explanation

Explanation/Reference:

QUESTION 60

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

Which two steps should the marketer take when creating the data extension? (Choose two.)

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

Correct Answer: AD

Section: (none)

Explanation

Explanation/Reference: