# VCEûp

**Certified Marketing Cloud Email Specialist**

VCEûp

**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 Profile
D. 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 10 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? (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 InteractionD. 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 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:**

**QUESTION 61**
A 15-person management team wants to review test emails in Content Builder 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 Test data extension composed of the management team and Test Send to the Test data extension.
B. 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.
C. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
D. 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.

**Correct Answer:** B
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 62**
A customer wants to automate nightly imports and also have the ability to manually import files via the Import Wizard.

What needs to be configured in the Marketing Cloud account?

A. File Transfer
B. Data Loader
C. Enhanced SFTPD. Encrypted SFTP

**Correct Answer:** C
**Section: (none)**
**Explanation**
**Explanation/Reference:**

**QUESTION 63**
Northern Trail Outfitters (NTO) launched a new custom Preference Center to allow customers to provide details around their personal information such as age, gender, and outdoor sporting interests. In

which two ways should NTO honor customers' preferences when creating emails? (Choose two.)

A. Create dynamic rules based on customers' preferences in order to send specific content.
B. Use AMPscript to dynamically pull in content associated with customers' preferences.

C. Send customers one email per preference choice to ensure customers receive what they want.
D. Create emails to include all preference options so that customers don't miss any content.

**Correct Answer:** AB
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 64**
Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

A. Include Measures within a Filter
B. Email Comparison Report
C. Email Send Report
D. Compare Email Sends on the Tracking page

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 65** A marketer plans to send a
Commercial email.

Which two criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose two.)

A. Include a phone number to call.
B. Include the mailing address of the sender.
C. Ensure an opt-out link is present.
D. State why the subscriber is receiving the email.

**Correct Answer:** BC
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 66** A marketing manager wants to provide unique content to each customer in an upcoming email campaign.

Which three features could be used to create individualized content in the email? (Choose three.)

A. Einstein content
B. Dynamic content
C. Specialized content
D. Audience segmentation
E. Personalization strings

**Correct Answer:** ABE
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 67**

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase subscriber engagement. Which

two practices should the marketing manager employ? (Choose two.)

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

**Correct Answer:** BC
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 68**

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

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 69**

Northern Trail Outfitters (NTO) wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive. Which

two techniques could be used? (Choose two.)

A. Include @media query CSS in the email.
B. Include style="display:block" on all images.
C. Use a Basic, Empty, or Themed Template in Content Builder.
D. Use inline CSS styling on all HTML elements.

**Correct Answer:** AD
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 70**

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

A. Predictive Email
B. Scheduled Email Sends
C. Automation Studio
D. Journey Builder

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 71**
The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP.

How should the scheduled automation be configured to achieve this?

A. Filter Activity > File Transfer Activity > Data Extract Activity
B. Filter Activity > SQL Query Activity > File Transfer Activity
C. SQL Query Activity > Data Extract Activity > File Transfer ActivityD. Data Extract Activity > SQL Query Activity > File Transfer Activity

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 72** Northern Trail Outfitters uses HTML emails that have headers and footers coded
into the email.

What tool can the marketer use to control default headers and footers on email sends?

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 73**
A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments.
What tool should the marketing team use?

A. Profile attributes
B. Filters
C. Audience Builder
D. Data Extract Activity

**Correct Answer:** C

**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 74** Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder?
(Choose two.)

A. Link Tooltip
B. Stored Content Boxes
C. Track Email Opens
D. Physical Mailing Address

**Correct Answer:** CD
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 75**
A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this.

Which strategy should be used?

A. Double Opt-In
B. Website Signups
C. List Detective
D. Single Opt-In

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 76**
A team wants to import a file with column names that do not match the fields into a data extension.

What step is needed to align the file data to the field names in the data extension?

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 77** Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

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

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 78**
A marketer wants to use personalization strings to create individualized content for an upcoming send.

Which three items should the marketer know when using personalization strings? (Choose three.)

A. Personalization strings are limited to profile attributes.
B. When using subscriber data, the attribute or field should have a default value.
C. Personalization strings are case sensitive.
D. Personalization strings can appear in the subject line or body of the email.
E. Personalization strings are enclosed by double percent symbols.

**Correct Answer:** BCE
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 79** A new data extension named "Orders" contains order data. One row is recorded for each customer's order. Customers can place multiple orders. The Orders data extension relates to other data extensions and 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.

What statement accurately reflects the configuration of the Orders data extension?

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

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**
**QUESTION 80**
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. Data File (.csv)

B. Image File (.jpg)
C. Word Document (.docx)
D. Compressed File (.tar.gz)

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 81** A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.

What tools should be used to accomplish this?

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

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 82** A customer wants to grow the number of subscribers
in the account.

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

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

**Correct Answer:** BD
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 83**
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. Send Performance tab
B. Overview tab within Tracking
C. Job Links tab within Tracking
D. Summary tab

**Correct Answer:** B
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 84** Northern Trail Outfitters wants to create a welcome series that changes based on subscriber behavior. Subscribers will be sent down a predetermined path depending on whether they click on the second email or not.

Which Journey Builder activity should be used?

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

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 85** A marketer wants to send the same email with the same send properties in several automations.

Which activity should be created within Automation Studio?

A. Triggered Send
B. Send Email
C. Automated Send
D. Template Send

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 86**
A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field.

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

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

**Correct Answer:** BC
**Section: (none)**
**Explanation**
**Explanation/Reference:**

**QUESTION 87** A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?

A. Change the URL Expiration in Email Administration

B. Update the link using AMPscript
C. Resend the email with the correct link
D. Change the link in Job Links under Tracking

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 88** Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested.

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

A. Data Filter
B. Filter Activity
C. SQL Query Activity
D. Filtered Group

**Correct Answer:** BD
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 89** 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. Journey Builder
B. Filter Activity
C. Data Extract Activity
D. Automation Studio

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 90**
A national landscaping company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, customers will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions.

Which two tools could be used to segment the data? (Choose two.)
A. Data Extract Activity
B. SQL Query Activity
C. Send Definition
D. Filters

**Correct Answer:** BD
**Section: (none)**
**Explanation**

**QUESTION 91**
A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings.

What email best practice should be used?

A. Personalize the email content.
B. Send to the entire subscriber base.
C. Limit the email text to 250 words.
D. Use an infographic email template.

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 92** Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers
read their emails.

What best practice should NTO employ?

A. Use one file type for all images in the email.
B. Keep total weight with images at 800KB or lower.
C. Increase DPI and file size for image display.
D. Rely on image-only emails to engage subscribers.

**Correct Answer:** B
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 93**
A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship. Which

two statements are correct about the email send behavior for any subscriber who currently does **NOT** exist on the All Subscribers List? (Choose two.)

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

**Correct Answer:** AD
**Section: (none)**
**Explanation**
**Explanation/Reference:**

**QUESTION 94**
The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed.

How should the automation be configured?

A. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.

B. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
C. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
D. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 95**
The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter. The second step is to personalize content based on the data that has been collected from subscribers.

What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

A. Use a substitution string to populate a subscriber's name in the subject line.
B. Use a substitution string to populate a photo of the subscriber in the header of the email.
C. Change the color of the email background to match their subscribers' preferred color of choice.
D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

**Correct Answer:** CD
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 96**
Northern Trail Outfitters (NTO) completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used.

What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

A. Data Filter
B. Filtered Group
C. Filter Activity
D. SQL Query Activity

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 97** A marketer plans to send a
transactional email.

Which three criteria should be met to ensure compliance with the CAN-SPAM Act? (Choose three.)
A. The subject line contains a promotion to entice the recipient.
B. The email body presents the transactional content prior to any commercial content.C. The email body presents any commercial content prior to the transactional
content.
D. The email confirms a transaction between the recipient and sender.
E. The subject line is transactional in nature and non-promotional.

**Correct Answer:** BDE

**QUESTION 98**
Northern Trail Outfitters (NTO) would like to improve email open rates to increase subscriber engagement and improve deliverability.

What action should NTO take to increase open rates?

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

**Correct Answer:** D

**QUESTION 99**
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. SQL Query Activity
B. Segment Activity
C. Filter Activity
D. Data Extract Activity

**Correct Answer:** AC

**QUESTION 100**
Northern Trail Outfitters (NTO) has a small catalog of items featured in company emails. The NTO marketing team manages what images, copy, suggested items, and call-to-action are used with each item in this catalog within a database.
This data is saved into a data extension in Marketing Cloud and then called into the emails dynamically.

Each time a change is made to the content, a new, updated file is dropped on NTO's SFTP. A proof email is then sent to business stakeholders for final approval.

Using Automation Studio, how can NTO ensure that the catalog stays up-to-date?

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

**Correct Answer:** A

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**QUESTION 101** Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

A. Full-width lifestyle imagery featuring attractive people
B. Images of products that the customer has previously purchased
C. Personalized imagery influenced by subscriber preferences
D. Content focused on winter sports items for holiday shopping

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 102**
Northern Trail Outfitters (NTO) has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation, Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available Activities.

Which tree standard Canvas Activities are available in Journey Builder? (Choose three.)

A. SQL Query Activity
B. Post to Facebook
C. Send SMS
D. Decision Split
E. Wait By Duration

**Correct Answer:** CDE
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 103**
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. Order History
B. Email Address
C. Data Extension Fields
D. List Attributes

**Correct Answer:** BD
**Section: (none)**
**Explanation**
**Explanation/Reference:**


**QUESTION 104** A marketer would like to improve open rates for weekly email campaigns.

On which area of email design should the marketer focus?

A. Footer
B. Email Body

C. Envelope Content
D. Link Content

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 105**
The Northern Trail Outfitters' (NTO) email team is creating a reusable content block for its Deals to Run With campaign. NTO will cross-promote this campaign in other emails in a single-column content area. This content will have one image, with text below it.

How can the NTO email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 106**
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 250,000 subscribers.
C. NTO has fewer than 15 data points.
D. NTO needs flexible data storage.
E. NTO will be using Journey Builder.

**Correct Answer:** ADE
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 107**
A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.
Which tool should they use?

A. List unsubscribe
B. Profile attributes
C. Publication lists
D. Suppression lists

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 108** A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 109** 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. Personalization Strings
B. Profile Mapping
C. AMPscript
D. Dynamic Content

**Correct Answer:** CD
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 110**
Northern Trail Outfitters wants to maintain enterprise-wide opt-outs for two segments of its subscribers stored in data extensions: Education Events and Sales.

What feature should the company use to manage its opt-out strategy?

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 111** A marketer is preparing an email for sending and completing quality
assurance checks.

Which testing feature mirrors logic used by spam filters to identify words, phrases, and patterns that are likely triggers, allowing marketers to make changes that will improve deliverability?

A. Subscriber Preview
B. Spam Check
C. Content Detective
D. Validate

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 112**
Northern Trail Outfitters (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, nonsendable data extension named Loyalty Member.

Which fed on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

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

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 113**
Northern Trail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

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

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

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 114**
Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.

Which option minimizes the impact of this error?

A. Send another email to the same subscribers containing the correct link.
B. Update the link in the stored email content and it will be pulled in automatically.
C. Locate the job under Tracking and update the URL in the Job Links tab.
D. Have Support recall the email if it has not yet been opened by a subscriber.

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 115**
A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team. Which

two ways should Path Optimizer be configured to select the better subject line? (Choose two.)

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

**Correct Answer:** BC
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 116** Northern Trail Outfitters wants to increase email subscribers this

quarter. Which three methods could they use to legally obtain subscribers?

(Choose three.)

A. Purchase subscriber lists from a reputable data company.
B. Ask customers to text their email address to a short code to opt-in.
C. Email all unsubscribed customers asking for them to opt into email again.
D. Ask customers to opt-in at time of purchase online by creating an account.
E. Create a Facebook lead capturing form to gain opt-ins.

**Correct Answer:** BCD
**Section: (none)**
**Explanation**

**Explanation/Reference:**


**QUESTION 117** Northern Trail Outfitters wants to send monthly birthday coupons to
their subscribers.

What feature would allow for easy segmentation?

A. Data Filters
B. Measures
C. AMPscript
D. Query Activities

**Correct Answer:** A
**Section: (none)**
**Explanation**

**Explanation/Reference:**
Reference: https://help.salesforce.com/articleView?id=mc_es_data_filters_in_a_group.htm&type=5

**QUESTION 118**
Northern Trail Outfitters stores all customer information in a data extension and would like to know how many people are subscribed to a particular newsletter.

Which feature would provide this information?

A. Filtered Publication List
B. Filtered Data Extension
C. Measure
D. Data Filter

**Correct Answer:** B
**Section: (none)**
**Explanation**

**Explanation/Reference:**

**QUESTION 119** 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. Query Activity
B. Filter Activity
C. Synchronized Data
D. Data Filter

**Correct Answer:** D
**Section: (none)**
**Explanation**

**Explanation/Reference:**
Reference: https://trailhead.salesforce.com/en/content/learn/modules/audience-segmentation/learn-about-segmentation-tools

**QUESTION 120** Northern Trail Outfitters wants to test five different welcome email paths in Journey Builder. After seven days, they want to send all new journey entrants along the path with the greatest click-through rate.

How could these criteria be met?

A. Use Decision Split, select Journey Data for the path criteria, and revisit the journey 7 days after activating.
B. Use Path Optimizer, select Click Rate as the winner evaluation, and select 7 days as the engagement monitor.
C. Use Engagement Split, select Clicks on the Message Metrics, and add a Wait By Duration of 7 days.
D. Use Random Split, create 5 Paths with equal distribution, add an Email and Wait By Duration of 7 days.

**Correct Answer:** C
**Section: (none)**
**Explanation**

**Explanation/Reference:**
Reference: https://trailhead.salesforce.com/en/content/learn/modules/path-optimizer-in-journey-builder/experiment-with-your-customer-journeys