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Exam Code: Certified Marketing Cloud Email Specialist
Exam Name: Certified Marketing Cloud Email Specialist



Exam A

QUESTION 1

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience. Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Content Detective
- C. Subscriber Preview and test Send

Correct Answer: A

Section:

QUESTION 2

Northern Trail Outfitters allows non registered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days. Which feature provides a way to automatically maintain a data extension's records?

- A. Delete Filter Activity
- B. Contact Delete
- C. Data Retention Policy

Correct Answer: C

Section:

QUESTION 3

Northern Trail Outfitters it sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it. Which configuration caused the send to fail?

- A. Two fields with "EmailAddress data type
- B. Failure to choose the send classification
- C. Incorrect Sending Relationship

Correct Answer: A

Section:

QUESTION 4

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, when caused customers to complain about their experience. NTO would like to apologies by offering an upgraded coupon to help improve customer satisfaction What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- B. Use Einstein engagement scores to identify affected users.
- C. Query the data using a specific date range parameter

Correct Answer: A

Section:



QUESTION 5

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam. What should the marketer do to prevent the subscriber from receiving further commercial messages?

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

Correct Answer: B

Section:

QUESTION 6

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience. Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

Correct Answer: C

Section:

QUESTION 7

Northern Trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult. Which solution should make locating appropriate images easier?

- A. Configure Eastern Content Tagging to automatically tag stock art.
- B. Import a metadata tag index for the stock art so the images are searchable
- C. Select categories and content type from the import dropdown when importing images.

Correct Answer: A

Section:

QUESTION 8

Following a batch email send, Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- B. Navigate to the Job Links tab in My Tracking and update the URL.
- C. Navigate to URL Expiration in Setup and update the URL.

Correct Answer: B

Section:

QUESTION 9

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines. Which step should they take to restrict the types of content within content slot?

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

Correct Answer: B

Section:

QUESTION 10

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Implement an API to start an automation with every file transfer.
- C. Replicate the automation and schedule mem to execute server eight hours

Correct Answer: A

Section:

QUESTION 11

The marketing team want to target subscribers with a 'thank you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

- A. Total Opens measure
- B. _Open data view
- C. Tracking Data Extract



Correct Answer: C

Section:

QUESTION 12

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

Requirement to have Custom URLs on Cloud Pages

- A. Requirement to have Custom URLs on images hosted in Marketing Cloud
- B. Sending. Volume > 250,000 Email/Month

Correct Answer: C

Section:

QUESTION 13

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. Random Data Extension

C. SQL query activity

Correct Answer: B

Section:

QUESTION 14

A marketing manager identified an upcoming email campaign for their team to test different subject voices. They want to first test with a pilot group and then send the winning subject line out to the remaining customers. Who should path optimizer be configured to handle these requirements?

- A. Place a Random Split before Path Optimizer for the pilot group.
- B. Configure a holdback group to be targeted by the winner.
- C. Select winning path three days after journey activation

Correct Answer: B

Section:

QUESTION 15

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

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

Correct Answer: C

Section:



QUESTION 16

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal' email. Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Correct Answer: A

Section:

QUESTION 17

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account. Where should the data extension reside to achieve this goal?

- A. In the Synchronized Data Extensions folder
- B. In the Data Extensions folder with sharing enabled
- C. In the Shared Data Extensions folder

Correct Answer: B

Section:

QUESTION 18

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email. Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

Correct Answer: A

Section:

QUESTION 19

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

- A. Campaigns
- B. Sender Profile
- C. Tabs

Correct Answer: A

Section:

QUESTION 20

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, over time, create new version with tests of random audience splits with different messages. Which tool should NTO use to accomplish these iterative tests?

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

Correct Answer: C

Section:

QUESTION 21

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send. Which best practice should they follow to uphold their sender reputation?

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

Correct Answer: B

Section:

QUESTION 22

Northern Trail Outfitters (NTO) has rolled out changes to OTS CTA button color. Where should NTO be able see if there has been a lift in overall likelihood to click?

- A. Einstein Engagement Frequency



- B. Einstein Engagement Scoring
- C. Einstein Messaging Insights

Correct Answer: B

Section:

QUESTION 23

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance.

How should the notification be received if the data import is unsuccessful?

- A. Automation Notification Settings
- B. Import Activity Notification Settings
- C. Configured Alert Manger Settings

Correct Answer: B

Section:

QUESTION 24

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of –office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

Correct Answer: A

Section:

QUESTION 25

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer than receives a message from their manager that changes are needed and email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused unit approved again.
- B. The send is canceled when the approval is withdrawn.
- C. The originally approved version of the email will send.

Correct Answer: C

Section:

QUESTION 26

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a 'thankyou' email the first time they Show up it the file drop.

How should journey Builder be configured to meet this requirement?

- A. Configure Journey Settings to 'allow no re-entry.
- B. Configure Journey Email Send to dedupe on email address.
- C. Configure Journey Entry Event to 'allow no re-entry.'



Correct Answer: A

Section:

QUESTION 27

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account. What contributes to these unsubscribe reasons?

- A. List Unsubscribe header
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

Correct Answer: B

Section:

QUESTION 28

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey. Which configuration is required to make decisions on this data? The status data is connected to the contact in an attribute group.

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

Correct Answer: A

Section:



QUESTION 29

A marketer needs a quick count of records in a data extension with 'Djibouti' as the value for Country. What should they use to determine the number of matching records in the least amount of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

Correct Answer: A

Section:

QUESTION 30

The marketing team wants to test various paths within a journey based on parameters to assess the effectiveness of a new email campaign. Which tool should be used?

- A. A/B Testing
- B. Path Optimizer
- C. Einstein Engagement Activities

Correct Answer: B

Section:

QUESTION 31

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use a Decision Split activity on the journey canvas.
- C. Use Automation Studio to query a population into a data extension.

Correct Answer: C

Section:

QUESTION 32

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. The timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Scheduled Automation
- C. Wait Activity

Correct Answer: A

Section:

QUESTION 33

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

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

Correct Answer: A

Section:

QUESTION 34

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form.

What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

Correct Answer: A

Section:

QUESTION 35

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

Correct Answer: C

Section:

QUESTION 36

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers. Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

Correct Answer: A

Section:

QUESTION 37

A marketer wants to use a filter to create a data extension that includes only records from yesterday. Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh daily in properties.
- C. Schedule an automation to refresh the filter activity each day.



Correct Answer: C

Section:

QUESTION 38

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active. Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Overwrite
- C. Add and Update

Correct Answer: B

Section:

QUESTION 39

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level. NTO'S subscribers are stored in data extensions. Which Marketing Cloud feature should be used to achieve this?

- A. Publication Lists
- B. List Unsubscribes

C. Journey Builder Sends

Correct Answer: A

Section:

QUESTION 40

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails. What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Scoring Split
- C. Frequency Split

Correct Answer: A

Section:

QUESTION 41

An insurance company has launched a new campaign to target Individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension. How should the marketer use low-code to create this segment?

- A. Create a data filter on the data extension.
- B. Filter the .csv file before import.
- C. Write a query to create a filtered data extension.

Correct Answer: B

Section:



QUESTION 42

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending. How should the automation workflow be built to accomplish this?

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

Correct Answer: C

Section:

QUESTION 43

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months. Which report should be run to provide this information?

- A. Contacts Count
- B. Contacts Analytics
- C. Audience Engagement Over Time

Correct Answer: B

Section:

QUESTION 44

A healthcare company imports its patient portal registrations at the parent level business unit (BU).

The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- A. After the file import, use the transfer file activity to move data into data extensions in child BUS.
- B. Create automations that import the data directly into the child BUs to bypass the parent level BU.
- C. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.

Correct Answer: C

Section:

QUESTION 45

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

- A. Create folders in My Tracking and select where to send results when sending an email.
- B. Give emails unique names so they are easier to find in the tracking sends tab.
- C. Remove old tracking results on a regular basis to declutter the results list.

Correct Answer: A

Section:

QUESTION 46

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

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

Correct Answer: C

Section:

QUESTION 47

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- A. Automation Studio
- B. Data Designer
- C. Audience Studio

Correct Answer: C

Section:

QUESTION 48

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- B. Add descriptive tags to each asset upon creation.
- C. Add a description to each asset upon creation.

Correct Answer: C

Section:

QUESTION 49

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers. Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Send volume
- B. Click rate
- C. Block bounces

Correct Answer: B

Section:

QUESTION 50

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources. What should NTO do to create and send localized content at scale?

- A. Leverage templates with AMPscript.
- B. Leverage Enhanced Dynamic Content.
- C. Leverage Multilingual Content Blocks.



Correct Answer: C

Section:

QUESTION 51

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- B. Leverage Einstein for content tagging.
- C. Use nested tags to create hierarchies.

Correct Answer: B

Section:

QUESTION 52

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A. Send Performance Tab
- B. Email Overlay View

C. Tracking Conversions Tab

Correct Answer: B

Section:

QUESTION 53

A marketer has built a journey that they want to run multiple times a day after new data is compiled.

The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select the Recurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

Correct Answer: A

Section:

QUESTION 54

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMPscript Lookup
- B. Send Classification and Subscriber Attributes
- C. Sender Profile and AMPscript Lookup

Correct Answer: B

Section:

QUESTION 55

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

Correct Answer: C

Section:

QUESTION 56

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- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

Correct Answer: C

Section:



QUESTION 57

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Where should they find this dashboard?

- A. Journey Builder - Journey History
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

Correct Answer: B

Section:

QUESTION 58

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- A. Journey Builder - Journey History
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

Correct Answer: B

Section:

QUESTION 59

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers. Which actions should help build confidence in NTO's dynamic email capabilities?

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

Correct Answer: B

Section:

QUESTION 60

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience. Which tool should provide a list of subscribers who didn't receive the expected emails?

- A. `_sent` Dataview
- B. 'Subscribers Not Sent To*' report
- C. Not Sent Tracking Extract

Correct Answer: B

Section:

QUESTION 61

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services (AWS) S3 bucket every Monday at 6:00 a.m. Which method meets their needs?

- A. Report Scheduling In Datorama Reports
- B. File Transfer Activity in Automation Studio
- C. Report Definition Activity In Automation Studio

Correct Answer: C

Section:

QUESTION 62

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed. What is the first action that should be taken to make the edits?

- A. Unshare the email.
- B. Withdraw email approval.
- C. Cancel send using email.

Correct Answer: C

Section:

QUESTION 63

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers. Which Journey Builder activity should NTO use?

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



Correct Answer: C

Section:

QUESTION 64

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

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

Correct Answer: A

Section:

QUESTION 65

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list. Which tool method should the specialist use?

- A. Multi-Step Journey
- B. User Initiated Send
- C. Automation Studio Email Activity

Correct Answer: B

Section:

QUESTION 66

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses. At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- B. SQL Query, Filter, Data Extract
- C. Filter, Data Extract, File Transfer

Correct Answer: C

Section:

QUESTION 67

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

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

Correct Answer: A

Section:



QUESTION 68

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Create more focused segmented lists for messaging.
- C. Focus on action-driven subject lines.

Correct Answer: A

Section:

QUESTION 69

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

Correct Answer: C

Section:

QUESTION 70

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

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

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

Correct Answer: A

Section:

QUESTION 71

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Einstein Engagement Frequency
- B. Send Throttling
- C. Sender Authentication Package

Correct Answer: B

Section:

QUESTION 72

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

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

Correct Answer: C

Section:

QUESTION 73

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

What should they do to further segment their audience?

- A. Copy the filtered data extension and add additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- C. Copy the data filter and build a new data extension with additional filter criteria.

Correct Answer: C

Section:

QUESTION 74

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

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

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure source channel is available in subscriber data.

Correct Answer: A

Section:

QUESTION 75

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

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

Correct Answer: B

Section:

QUESTION 76

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation. Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a new data extension with the new fields.
- C. Create a data filter that includes the new fields.

Correct Answer: B

Section:

QUESTION 77

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later. Which automation solutions should be set up to accommodate this request?

- A. Journey Builder and Behavioral Triggers
- B. Automation Studio and Path Optimizer
- C. Automation Studio and Journey Builder

Correct Answer: C

Section:

QUESTION 78

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected. Which step needs to be completed?

- A. The email must be recreated using the updated template.
- B. 'Update Email Now' needs to be applied to each email.
- C. The template must be approved before updates are reflected.

Correct Answer: B

Section:

QUESTION 79

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence. Which standard tool best does this?

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

Correct Answer: A

Section:

QUESTION 80

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients. Which tool should the marketer use?

- A. Content Detective
- B. Test Send
- C. Send Preview



Correct Answer: B

Section:

QUESTION 81

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension. What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

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

Correct Answer: B

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QUESTION 82

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

- A. Data Extract Activity
- B. Verification Activity

C. Wait Activity

Correct Answer: B

Section:

QUESTION 83

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

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

Correct Answer: B

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QUESTION 84

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

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

Correct Answer: A

Section:

QUESTION 85

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing. What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

Correct Answer: A

Section:

QUESTION 86

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended. Which Activity should be configured in Automation Studio to help?

- A. Send Email
- B. Verification
- C. Wait

Correct Answer: C



Section:

QUESTION 87

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails. What should be configured to accomplish this request?

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

Correct Answer: A

Section:

QUESTION 88

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

- A. Create from template and choose triggered Send Data Extension template.
- B. Include Subscriber key and Email address field as primary key.
- C. Select the Use for triggered send' checkbox.

Correct Answer: A

Section:

QUESTION 89

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Wait Until Activity
- C. Engagement Split

Correct Answer: B

Section:

QUESTION 90

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS. What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure preferred channel is available in subscriber data.

Correct Answer: C

Section:

QUESTION 91

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



What is the reason records are NOT being recorded?

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

Correct Answer: B

Section:

QUESTION 92

Northern Trail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number sent was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com" instead of "gmail.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. Bounce Mail Management
- B. Auto-Suppression Lists
- C. List Detective

Correct Answer: C

Section:

QUESTION 93

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit. Where should the Internal look to find this information?

- A. Automation Studio > Activities
- B. Content Builder > Recent Sends
- C. Email Studio > Overview

Correct Answer: C

Section:

QUESTION 94

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

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

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

Correct Answer: A

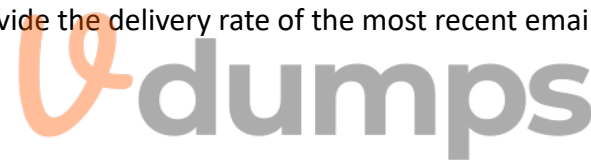
Section:

QUESTION 95

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. Make the call-to-action button that links to the feedback form bigger and with red background



- B. Replace call-to-action with interactive Email Form
- C. A Salesforce Survey block called in by an AMPscript function.

Correct Answer: B

Section:

QUESTION 96

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing. Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

Correct Answer: C

Section:

QUESTION 97

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing. What should the marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Web Studio to capture Query parameters from social media link.
- C. Use an interactive form from email Studio to collect this information

Correct Answer: B

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