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NEW QUESTION: 1

A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automation studio?

- A. Send email
- B. Automated send
- C. Template send
- D. Triggered send

Answer: (SHOW ANSWER)

NEW QUESTION: 2

What is a true statement about Subscriber Key? (Choose 3)

- A. SubscriberKey and Primary Key are interchangeable terms
- B. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- C. SubscriberKey allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- D. Subscriber Key determines what update types will be available when importing data
- E. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship

Answer: (SHOW ANSWER)

NEW QUESTION: 3

NTO email teams creating a reusable content block for its deals to run with campaign, NTO will cross promote these 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 that accommodates text
- B. create an html content block and code the content by hand
- C. create a free flow content block that accommodates text and images
- D. Create an image content block that accommodates pictures

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

NEW QUESTION: 4

What 3 options are available to create a template in the marketing cloud? (Choose 3)

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

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

NEW QUESTION: 5

A customer leverages transactional messages to send order confirmations.

What type of message is most suitable in this situation?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 6

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winterD18912E1457D5D1DDCBD40AB3BF70D5D offerings.

What email best practice should be used?

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

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

NEW QUESTION: 7

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. Template Send
- D. Automated Send

Answer: D (LEAVE A REPLY)

NEW QUESTION: 8

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

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

How can this be achieved?

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 9

A marketer would like to install the Salesforce Marketing Cloud Connector. Where can an installation guide be found?

- A. Help.exacttarget.com
- B. Code.exacttarget.com
- C. Help and Training Portal
- D. AppExchange

Answer: D (LEAVE A REPLY)

NEW QUESTION: 10

What is a true statement about Subscriber Key? (Choose 3)

- A. Subscriber Key and Primary Key are interchangeable terms
- B. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value
- C. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship
- D. Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address
- E. Subscriber Key determines what update types will be available when importing data

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

NEW QUESTION: 11

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.** Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.
- B.** Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
- C.** Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- D.** Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 12

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to run the backup automatically?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 13

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 14

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCDBD40AB3BF70D5D 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. SQL Query Activity
- B. Data Filter
- C. Filter Activity
- D. Filtered Group

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

NEW QUESTION: 15

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

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

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

NEW QUESTION: 16

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

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

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 17

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 18

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. Resend the email with the correct link
- B. Change the link in Job Links under Tracking
- C. Update the link using AMPscript
- D. Change the URL Expiration in Email Administration

Answer: B (LEAVE A REPLY)

NEW QUESTION: 19

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 20

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.

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 21

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

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

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

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 22

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 23

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 24

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients 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 tool can be used to segment the data? (Choose 2)

- A. Query Activity
- B. Drag & Drop Segmentation
- C. Data Extract Activity
- D. Send Definition

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 25

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 26

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 JourneyBuilder due to the available activities. Which three Canvas Activities are available in Journey Builder?

Choose 3

answers

- A. Decision Split
- B. Send SMS
- C. Wait Until
- D. Post to Facebook
- E. Query Activity

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

NEW QUESTION: 27

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 28

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 29

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 30

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. Create an SMS campaign allowing customers to sign up for email.

- B. Preselect email opt-in check boxes at online checkout.
- C. Use a list of email addresses purchased from online vendors.
- D. Add a "Sign Me Up" form to the homepage.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 31

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

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 32

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.

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 33

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 34

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

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

NEW QUESTION: 35

NTO wants to reuse a skiing promotional advertisement used in one of last winter's email campaigns. Which three methods in Content Builder can be used to locate the promotional advertisement? Choose 3 answers

- A. Local folder structure
- B. Search field
- C. Content Type filter
- D. Email Type
- E. Tags filter

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

Explanation

<https://www.dummies.com/business/marketing/find-content-salesforce-marketing-cloud-content-builder/>

NEW QUESTION: 36

When importing Data into the Marketing Cloud list detective is triggered at the time of import for which of the following?

- A. Data Extension
- B. Data Views
- C. Lists

D. Import Activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 37

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

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

NEW QUESTION: 38

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 39

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

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 40

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

- A. Query Activity
- B. Group Refresh

C. File Transfer Activity

D. Import Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 41

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.

Answer: B (LEAVE A REPLY)

Explanation

NEW QUESTION: 42

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account.

The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

A. Personalization Strings

B. Sender Profiles

C. AMPscript Lookup

D. Delivery Profiles

Answer: A (LEAVE A REPLY)

NEW QUESTION: 43

A marketing team wants 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 should be used to execute this process?

A. Automation Studio

B. Filter Activity

C. Journey Builder

D. Data Extract Activity

Answer: (SHOW ANSWER)

NEW QUESTION: 44

Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

- A. Sender Profile
- B. Content information
- C. Delivery Profile
- D. Can-SPAM classification

Answer: (SHOW ANSWER)

NEW QUESTION: 45

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails.

After

submission, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 46

Which variable can be tested using the A/B testing tool? (Choose 3)

- A. ISP
- B. Email content
- C. Pre-header
- D. From Name
- E. IP Address

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

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NEW QUESTION: 47

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 48

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 Subscriber Lists.

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 49

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 50

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. Automation Studio
- C. Filter Activity
- D. Data Extract Activity

Answer: B (LEAVE A REPLY)

NEW QUESTION: 51

Northern Trail Outfitters has a strict policy that requires the legal team and marketing team to approve emails featuring professional athletes. What Approval Workflow should be used for this requirement?

- A. Custom Workflow
- B. Multi-Team Workflow
- C. Standard Workflow
- D. Two-Step Workflow

Answer: B (LEAVE A REPLY)

NEW QUESTION: 52

We are creating a custom HTML paste email within content builder, which 2 features can be inserted into the HTML code by using the insert code snippet tool. Choose 2 answers.

- A. physical mailing address
- B. stored content box
- C. track emails open
- D. A tooltip

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 53

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 54

Which feature would a marketer use to build a Send Classification? (Choose 2)

- A. Sender Profile
- B. Reply Mail Profile
- C. Custom Profile Center

D. Delivery Profile

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

NEW QUESTION: 55

Northern Train Outfitters sends email order confirmations to customers who have made online purchases. These emails must follow the "Transactional" CAN-SPAM classification requirements. Which feature would a marketer use to classify a send under this CAN-SPAM classification?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 56

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

- A. Email templates
- B. Portfolio
- C. Data Extensions
- D. Preference Management

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 57

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 2 answers

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

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

NEW QUESTION: 58

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

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

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

NEW QUESTION: 59

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- A. Filtered group
- B. Filter activity
- C. SQL query activities
- D. Data filter

Answer: B (LEAVE A REPLY)

NEW QUESTION: 60

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 61

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 62

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.

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

Explanation/Reference:

NEW QUESTION: 63

Northern Trait Outfitters is using a Smart Capture form on a CloudPage 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 to achieve this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 64

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.** Scheduled Email Sends
- B.** Automation Studio
- C.** Journey Builder

D. Predictive Email

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

NEW QUESTION: 65

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 the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

A. Domain Exclusion List

B. Suppression List

C. Exclusion List

D. Exclusion Script

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

NEW QUESTION: 66

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. SQL Query Activity

B. Filter Activity

C. File Transfer Activity

D. Group Refresh

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 67

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. Use an infographic email template.

B. Personalize the email content.

C. Limit the email text to 250 words.

D. Send to the entire subscriber base.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 68

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

Which solution should they use to maintain subscriber status?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 69

A marketing manager wants to provide unique content to each customer in an upcoming email campaign. Which three features could be used to create individualized content in the email? Choose 3 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 70

Which tactic will improve deliverability for a new sender?

- A. Send email to ISPs that have been notified of the new sender
- B. Send email to a minimum of 35,000 subscribers per ISP per day
- C. Send email to the most active and engaged customers
- D. Send email during the holiday season when new senders are less likely to be detected

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

NEW QUESTION: 71

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.

Answer: ([SHOW ANSWER](#))

Explanation/Reference:

NEW QUESTION: 72

NTO just sent an email, html email to the subscribers that contains a link to the wrong landing page for the particular campaign, which option minimizes the impact of this error

- A. locate the job under my tacking and update the URL in the job links tab
- B. send another email to same subscriber containing the correct link

- C. update the link in the stored email content and it will be in pulled in automatically
- D. have support recall the emails if it has not yet been opened by the subscribers

Answer: A (LEAVE A REPLY)

NEW QUESTION: 73

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

What feature should the marketer use?

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

Answer: A (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 74

How is Primary Key used?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 75

NTO is looking at using Journey Builder rather than Automation Studio to send emails.

What are the three benefits of using Journey Builder? Choose 3 answers

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

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

NEW QUESTION: 76

NTO Would like to know the file drop automation studio for shipping tracking when the orders are dispatched a deliberated text file contains all the data and will be uploaded to the designated directory FTP account and the email should be sent to customers when the file transfer has completed The correct sequence of activities will be for file drop automation

- A. import file activity >> file transfer activity >> sent email.
- B. file transfer activity >>import file activity >>sent email
- C. import file activity >> sent emails
- D. file transfer activity >> import file activity

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 77

NTO want to improve email open rate to increase subscriber engagement and improve deliverability, what action should NTO take to increase open rates.

- A. include relevant pre header text in every mail
- B. add a clear brief and urgent call to action
- C. Send early in the day to give subscribers more time to check emails
- D. use image not text, to improve email looking and branding

Answer: A (LEAVE A REPLY)

NEW QUESTION: 78

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 79

Consumers like email marketing because it lets brands communicate to them as individuals with real-time offers that they want to receive. Identify the elements that make an email message effective. (Choose 4)

- A. Personalize email whenever possible
- B. Include your physical mailing address.

- C. Send e-mail often to your customers
- D. Optimize for Mobile
- E. Sharing isn't just for social networks
- F. Data should always be relevant

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

NEW QUESTION: 80

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

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

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

NEW QUESTION: 81

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 three Canvas Activities are available in Journey Builder?

Choose 3 answers

- A. Post to Facebook
- B. Decision Split
- C. Send SMS
- D. Wait Until
- E. Query Activity

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 82

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

- A. User-initiated email
- B. Playbooks
- C. Query Activity
- D. Automation Studio

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

NEW QUESTION: 83

A marketing team has done an audit on the file formats of marketing-related data that it receives in order to bring it into Marketing Cloud. The team found it receives data delimited by:

- * Commas
- * Tabs
- * Pipes
- * Tilde
- * Fixed widths

Which format will need to be pre-processed or parsed after import into Marketing Cloud?

- A. Comma
- B. Fixed widths
- C. Pipe
- D. Tab

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

NEW QUESTION: 84

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

How should the data be updated?

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

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

NEW QUESTION: 85

Which action will the Validate tool complete when initiated?

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

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

NEW QUESTION: 86

Which file type delimiter is available in the Import Wizard? (Choose 3)

- A. Pipe

- B. Other
- C. Tab
- D. Comma
- E. Fixed Length

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

NEW QUESTION: 87

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Personalize the email content
- B. Segment the audience for the email
- C. Limit the email text to 250 words
- D. Use an infographic email template

Answer: A (LEAVE A REPLY)

NEW QUESTION: 88

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

What functionality could accommodate this?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 89

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 2 answers

- A. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- B. Include "Hero_CTA" in the Link Tooltip field for each link.
- C. Add "Hero_CTA" to the Tracking Alias field for each link.
- D. Include Hero_CTA1 in the filename for each Hero Image.

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 90

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.

Answer: (SHOW ANSWER)

Explanation

NEW QUESTION: 91

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

Answer: C,D (LEAVE A REPLY)

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NEW QUESTION: 92

A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- A. Individually share each asset with the other business unit in Content Builder.
- B. Create and share a new folder for the assets in Content Builder.
- C. Switch to Classic Content to move the assets into the Shared Content folder.
- D. Move the content into the Shared Content folder in Content Builder.

Answer: (SHOW ANSWER)

NEW QUESTION: 93

A marketer wants personalization space to create individualized content for an upcoming send, which three items should the marketer use while using personalization space

- A. Personalization space can appear in the subject line or in the body of the email
- B. using subscriber's data the attributes or filling should have the default value
- C. Personalization tools are enclosed by double percent symbols
- D. personalization tools are limited to profile attributes
- E. personalization storage are case sensitive,

Answer: (SHOW ANSWER)

NEW QUESTION: 94

What are some of the acquisition methods to allow for subscribers to opt-in to receiving email? (Choose 3)

- A. In-store loyalty programs.
- B. Email sign up on website
- C. During inbound sales call
- D. Address Book Strategy
- E. Subject line recognition.

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

NEW QUESTION: 95

When Deploying a send to its customers, a marketing team would like to send to its own team members also. However, the team does not want the team member's open and click behavior to affect the tracking metrics of the send.

Which two steps must be completed when creating the data extension to address this need?

- A. Mark the "Is Sendable" checkbox
- B. Define the send relationship by email address
- C. Set the email address as a Primary key
- D. Mark the "Is Testable" checkbox

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 96

Northern Trail Outfitters (NTO) is implementing the 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 3 answers

- A. NTO will be using Journey Builder.
- B. NTO is storing product and store data.
- C. NTO has fewer than 250,000 subscribers.

- D. NTO has fewer than 15 data points.
- E. NTO needs flexible data storage.

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

NEW QUESTION: 97

What statement accurately dictate the configuration of the orders data extension

- A. all field in the data extension are null able
- B. order no will be used as the primary key
- C. customer id will be used a primary key
- D. the order no field will be a number data type field

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

NEW QUESTION: 98

TheIT department at NTO would like to receive the email notification once an automation has completed, how the automation should should be configured.

- A. Select and configure the automation studio completion report from the reports catalogue within the reports application

=====Till to here completed

- B. Add an email activity to the end of automation workflow and configure it to send to the subscribers list of it staff
- C. Select the IT users from the notification setting panel on the overview page in automation studio
- D. Navigate to the automations activity tab and enter a common delimited list of IT staff in the run completion field

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

NEW QUESTION: 99

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 100

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 101

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. You select an Exclusion List at the time of send
- B. they are like Suppression lists; list of subscribers that don't want to receive your communications.
- C. May be subscribers who want to continue receiving messages.
- D. subscribers who have a status (active, bounced, held, unsubscribed)

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

NEW QUESTION: 102

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

- A. Subscribers who have opened an email in the past 30 days.
- 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 not clicked in the past three months.

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 103

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 104

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 > SQL Query Activity > File Transfer Activity
- B. Data Extract Activity > SQL Query Activity > File Transfer Activity
- C. SQL Query Activity > Data Extract Activity > File Transfer Activity
- D. Filter Activity > File Transfer Activity > Data Extract Activity

Answer: C (LEAVE A REPLY)

NEW QUESTION: 105

A customer would like to automate a weekly email campaign using Automation Studio. Which send method would the customer use to configure the email?

- A. Guided Send
- B. User-Initiated
- C. Send Preview
- D. Test Send

Answer: (SHOW ANSWER)

NEW QUESTION: 106

The 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. Data Extract Activity
- B. Filter Activity
- C. Automation Studio
- D. Playbooks

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 107

What two additional best practices could be applied to the company's new email design?

Choose 2 answers

- A. Mobile optimized emails
- B. A mix of old branding with new branding
- C. Corresponding call-to-action included in primary message
- D. Use of emojis in preheader text

Answer: A (LEAVE A REPLY)

NEW QUESTION: 108

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

Which three strategies would improve their email deliverability?

Choose 3 answers

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

Answer: (SHOW ANSWER)

NEW QUESTION: 109

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 110

Northern Trail Outfitters wants to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing

all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed. What would be the correct sequence of Activities for this File Drop Starting Source?

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

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

NEW QUESTION: 111

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

Answer: ([SHOW ANSWER](#))

Explanation

NEW QUESTION: 112

A retail brand is running a campaign for new customers that open a loyalty account.

The first email is sent straight after the account is set up.

The second email is sent 1 day after the account has been set up to prompt the user to make a purchase.

The third email is sent 10 days after account was opened, or 8 days if the customer hasn't made a purchase related to the account yet.

Data kept in two separate data extensions

The brand's marketing team want to send campaign from the data extension.

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

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

NEW QUESTION: 113

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. Ensure the name of the file in the Import Activity matches the file name on the SFTP.
- B. Change the file format from "comma separated value" to "tab delimited."

C. Ensure the file to be imported is in the Import Folder on the Enhanced SFTP.

D. Use the Import Wizard to point to rename the file on the Enhanced SFTP.

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

NEW QUESTION: 114

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

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

NEW QUESTION: 115

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

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

Explanation

NEW QUESTION: 116

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. Audience segmentation

B. Specialized content

C. Einstein content

D. Personalization strings

E. Dynamic content

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

NEW QUESTION: 117

A marketer is designing email for mobile devices.

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

A. Design with the most important content at the top.

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

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

NEW QUESTION: 118

What are some things you should automate as an email marketer?

- A. Implement Customer satisfaction programs.
- B. Capitalize on Cross-sell and upset opportunities. Send email receipts or online transaction confirmations and include offers in those.
- C. Automate Cart Abandonment Campaigns, integrate web analytics and email marketing systems to run campaigns based on behavior.
- D. Automate a welcome program.....use automatic email marketing drip campaign and tie in social channels like Facebook and Twitter.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 119

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 three 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

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

Explanation

NEW QUESTION: 120

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.

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

Explanation

NEW QUESTION: 121

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

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

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 122

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this be accomplished? (Choose 2)

- A. Select the attribute as required
- B. Set a custom maximum length of six
- C. Create restricted values
- D. Select the data type as Text

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

NEW QUESTION: 123

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

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

NEW QUESTION: 124

What can be used to join two data extensions to segment via Drag and Drop Segmentation?

- A. Subscriber Key
- B. Subscriber ID
- C. Send Relationship
- D. Data Relationship

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

NEW QUESTION: 125

A marketer wants to create an email that will look great on both a desktop computer and a mobile device.

However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Standard template
- B. Responsive Web template
- C. Media template
- D. Mobile-optimized template

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

NEW QUESTION: 126

A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

- A. data loader
- B. enhance ftp
- C. encrypted ftp
- D. file transfer

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

NEW QUESTION: 127

According to the CANSPAM act you must honor email opt out requests promptly. When must you process an unsubscribe request, and how long must your unsubscribe mechanism be operational? (Choose 2)

- A. Your unsubscribe mechanism must be operational for at least 20 days.
- B. Your unsubscribe mechanism must be operational for at least 30 days.
- C. you must process an unsubscribe request within 10 days.
- D. You must process an unsubscribe request within 20 days.

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

NEW QUESTION: 128

NTO wants to ensure a good user experience when subscribers reach their emails, what best practice should the NTO employ

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 129

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

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

NEW QUESTION: 130

Northern trail outfitters would like to send shipping email notifications to members, shipping fulfillment data is included in a file which is moved at frequent intervals to folder on NTO's Enhanced FTP Account.

Which Solution can be used to achieve this?

- A. File Drop Event in Journey Builder
- B. File Drop automation in Automation Studio
- C. Triggered Email in Email Studio
- D. Import Activity

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

NEW QUESTION: 131

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

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 132

Describe email design best practices. What are the 3 stages of interaction? (Choose 3)

- A. Subject line
- B. Envelope
- C. Landing Page
- D. Body
- E. Footer

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

NEW QUESTION: 133

How is Primary Key used?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 134

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 2 answers

- A. Require customers to provide their email address when calling customer service.
- B. Have customers opt in to email before they can shop online.
- C. Ask for an email address when a customer makes a purchase in-store.
- D. Create an in-store SMS campaign that offers a discount for opting in.

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 135

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

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

Which feature should the marketing team use to achieve this?

- A. Triggered Send
- B. Send Email Activity
- C. Send Flow
- D. Send Throttling

Answer: A (LEAVE A REPLY)

NEW QUESTION: 136

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

Answer: C (LEAVE A REPLY)

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NEW QUESTION: 137

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 3 answers

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

E. Use explicit opt-in for any new web sign-ups.

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

NEW QUESTION: 138

What information and data about the performance of an individual send can be exported from the tracking details?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 139

What is the timeline for which an unsubscribe request must be honored and processed as outlined by the CAN-SPAM Act?

- A. 24 hours
- B. 30 calendar days
- C. 5 business days
- D. 10 business days

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 140

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 141

NTO is launching a custom corporate branded apparels website, they are concerned about the new initiative campaign impacting deliverability to its customers retail sends. NTO has purchased a second IP address to be used for the corporates sites email sending, what feature the NTO administrator will use to specify that which IP address is used for retail vs corporate.

- A. Send classification
- B. Send definition
- C. Senders profile
- D. Delivery profile

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 142

NTO is having its annual footwear sale, NTO wants to top its revenue from last year sale, the campaign last year was a series of emails targeting NTO customer who expressed a specific interest in footwear, which additional tactic should be enforced NTO targeted segmentation .

- A. personalized imaginary infused by subscriber's preference.
- B. images of products that the customers has previously purchased.
- C. feel good lifestyle imaginary featuring attractive people.
- D. content focused on winter sports items for holiday shopping

Answer: (SHOW ANSWER)

NEW QUESTION: 143

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

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 144

A marketing manager want to provide unique content to each customer in an upcoming email campaign, which three feature could be used to create individual content in the email. Choose three answers.

- A. specialized content
- B. Dynamic content
- C. Einstein content
- D. audience segmentation
- E. personalization strings

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

NEW QUESTION: 145

A marketer needs to share report results with a manager.

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

(Choose three.)

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

Answer: (SHOW ANSWER)

Explanation/Reference:

NEW QUESTION: 146

Which strategy will improve email deliverability? (Choose 3)

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

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

NEW QUESTION: 147

What are three tactics for subscriber growth? (Select 3)

- A. Email capture via Facebook
- B. Online Newsletter
- C. Sign up requests specific to various sections of a website
- D. General Email Sign-up

Answer: (SHOW ANSWER)

NEW QUESTION: 148

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.

Answer: D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 149

A marketer creates a new sendable data extension, and defines the Customer_ID field as the field in the Send Relationship that relates to Subscribers on Subscriber Key. What will the send status in All Subscribers be associated with?

- A. The Email_Address field in the Data Extension
- B. The Subscriber ID in a System Data View Table
- C. The Customer_ID field in the Data Extension
- D. The Email Address Profile Attribute

Answer: C (LEAVE A REPLY)

NEW QUESTION: 150

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 151

As part of a weekly email automation, a client needs to segment data in a Data Extension. Which activity is designed to address this scenario?

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

Answer: B (LEAVE A REPLY)

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NEW QUESTION: 152

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 153

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. Preventing customers from opting out
- C. Opting customers in automatically
- D. Personalized recommendations

Answer: D (LEAVE A REPLY)

NEW QUESTION: 154

A marketer needs to test personalized content in an email prior to sending. How can the marketer easily minimize the possibility of someone unsubscribing during the testing process?

- A. Create a version of the email that does not include the unsubscribe link.
- B. Deselect the option to Enable System Generated Links in the Test Send.
- C. Send the marketing team a link to the Subscriber Preview of the email.
- D. Send to a Test Data Extension via the Send Flow.

Answer: D (LEAVE A REPLY)

NEW QUESTION: 155

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. Create a folder structure prior to importing assets.
- B. Review permissions and roles for users accessing Content Builder.
- C. Establish a naming convention optimized for search.

- D. Import duplicate copies of content for different messages or groups.
- E. Focus on creating and importing content for one primary channel.

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

NEW QUESTION: 156

NTO used to maintain enterprise wide opt out for two segment of its subscribers stored in data extension, education event and sales what feature should the company used to manage it's opt out strategy

- A. shared portfolio item
- B. shared data extension
- C. shared publication list
- D. shared email

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

NEW QUESTION: 157

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. Greeting, Introduction, Conclusion
- B. Full Name, Introduction, Conclusion
- C. Greeting, First Name, Last Name
- D. First Name, Introduction, Conclusion

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 158

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

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

NEW QUESTION: 159

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

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

Choose 2 answers

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

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

NEW QUESTION: 160

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 2 answers

- A. Include "Hero_CTA" in the Link Tooltip field for each link.
- B. Include Hero_CTA1 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 161

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. Filter Activity
- C. Decision Split
- D. Random Split

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

NEW QUESTION: 162

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes. Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to run the backup automatically?

- A. SQL Query

- B. Import File
- C. Filter
- D. Data Extract

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

Explanation/Reference:

NEW QUESTION: 163

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 164

Which of the following segmentation tools can be used for both lists and data extensions?

- A. Measures
- B. Data Filters
- C. Query Activities
- D. Groups

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 165

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 the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

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

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

NEW QUESTION: 166

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? (Choose two.)

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

Answer: B,C (LEAVE A REPLY)

Explanation

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NEW QUESTION: 167

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

What tool will produce this audience?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 168

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

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

Answer: (SHOW ANSWER)

NEW QUESTION: 169

Northern Train Outfitters has a Master Customer List in a shared data extension. The company wants to make the list available to some, but not all, of the business units. Which

feature can be used to restrict users from a business unit from accessing the Master Customer list?

- A. Date/Time Range fro Access
- B. Shared Data Extension
- C. Business Unit Access Permissions
- D. User Roles and Permissions

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 170

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

How can this be achieved?

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

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

NEW QUESTION: 171

Which feature can be included in a content box? (Choose 3)

- A. Microsites
- B. Facebook Like
- C. Social Forward
- D. Content Detective
- E. Forward to a Friend

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 172

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

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

Explanation

NEW QUESTION: 173

Some of the best practices for interacting with potential and active subscribers include get permission, but remember permission expires over time and has a half life. What are some other best practices for interacting with potential and active subscribers? (Choose 3)

- A. Accurately identify the sender in the header information.
- B. Make unsubscribe easy and honor immediately
- C. Keep SPAM complaints under .01%
- D. Email never mandatory for customer interaction
- E. Keep SPAM complaints under 10%

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

NEW QUESTION: 174

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Send Activity
- B. Guided Send
- C. User-Initiated Email
- D. Send Flow

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 175

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

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

NEW QUESTION: 176

Northern Trail Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Triggered Emails
- B. Guided Send
- C. Automation Studio
- D. Playbooks/Journey builder

Answer: C (LEAVE A REPLY)

NEW QUESTION: 177

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

- A. A call to action below the fold performs best
- B. A call to action should be direct and action-oriented
- C. A call to action can be text or an image based button
- D. Text buttons receive more clicks than graphics

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 178

Which metric is the measure of emails rejected by a server due to permanent conditions such as "user unknown" or "domain not found"?

- A. Validation Error
- B. Hard Bounce
- C. Unsubscribed
- D. Soft Bounce

Answer: B (LEAVE A REPLY)

NEW QUESTION: 179

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

How should the data be updated?

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

Answer: D (LEAVE A REPLY)

NEW QUESTION: 180

A small company, with limited resources, has started to use the 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.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 181

Northern Trail Outfitters wants to increase email subscribers this quarter. Which three methods could they use to legally obtain subscribers?

Choose 3 answers

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

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

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NEW QUESTION: 182

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

- A. Registration with incentive on website
- B. Promote content via social media that does not requires email registration to access

- C. Require email to create an account on website
- D. Drive online loyalty program registration requiring email address

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

NEW QUESTION: 183

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. Create an in-store SMS campaign that offers a discount for opting in.
- B. Ask for an email address when a customer makes a purchase in-store.
- C. Have customers opt in to email before they can shop online.
- D. Require customers to provide their email address when calling customer service.

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

NEW QUESTION: 184

Northern Trail Outfitters 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 3 answers

- A. Flexible data storage is needed.
- B. They have fewer than 15 data points.
- C. They have fewer than 250,000 subscribers.
- D. Journey Builder will be used.
- E. They are storing product and store data.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 185

Northern Trail Outfitters (NTO) has created a new onboarding series for customers who have purchased its fitness tracker. Customers were automatically opted in and received three emails from NTO within one day.

The onboarding series includes personalized recommendations but lacks an easy way to opt out or update preferences.

In this scenario, what best practice was achieved?

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

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

NEW QUESTION: 186

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

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

Answer: C,D (LEAVE A REPLY)

NEW QUESTION: 187

A new marketing manager at Northern Trail Outfitters (NTO) has been asked to evaluate whether to use HTML Emails or Templates for weekly newsletter sends, which are created by a marketing coordinator with limited coding ability. While NTO has HTML developers on staff, their time is not guaranteed on an ongoing basis.

Which two characteristics of Templates would benefit NTO when creating its weekly newsletter in Content Builder? Choose 2 answers

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

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 188

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 189

An account has a Subscriber Key enabled, and will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns. What steps would the marketer take when creating the data extension? (Choose 2)

- A. Check the "Is Sendable" option
- B. Relate the Email address to the Subscriber Key
- C. Set the column representing the Subscriber Key as a Primary Key
- D. Set the Email address column as a Primary Key

Answer: A,B (LEAVE A REPLY)

NEW QUESTION: 190

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Set up a default value for the column
- B. Make the First Name and Last name columns Primary Keys
- C. Check the Nullable property for the First Name and Last Name columns
- D. Ensure the Nullable property is unchecked for the First Name and Last Name columns

Answer: (SHOW ANSWER)

NEW QUESTION: 191

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 192

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 2 answers

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 193

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 194

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

Answer: C,D (LEAVE A REPLY)

Explanation/Reference:

NEW QUESTION: 195

What can you test with A/B Testing?

- A. Content areas
- B. Email Message
- C. Dates and Times sent out
- D. All of the above
- E. From Name
- F. Subject Lines

Answer: D (LEAVE A REPLY)

NEW QUESTION: 196

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

Answer: A (LEAVE A REPLY)

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NEW QUESTION: 197

After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio.

Where should this action be initiated in Marketing Cloud?

- A. Administration > Contacts
- B. Email Studio > All Subscribers
- C. Contact Builder > Contacts Configuration
- D. Contact Builder > All Contacts

Answer: C (LEAVE A REPLY)

NEW QUESTION: 198

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

Answer: A,C (LEAVE A REPLY)

NEW QUESTION: 199

A marketer develop an email with personalized content based on five geographic regions

- 1.Northeast: static image of light house
- 2. South east: image carousel of beaches
- 3.Central: has no content to display
- 4. Northwest: static image of waterfall
- 5.Southwest: expiry coupon

How many content rules need to be created to accomplish this

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

Answer: (SHOW ANSWER)

NEW QUESTION: 200

Which data model should be used to create a Group?

- A. Data Filters
- B. Lists

- C. Data Extensions
- D. Active Audiences

Answer: B (LEAVE A REPLY)

NEW QUESTION: 201

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

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

Answer: C (LEAVE A REPLY)

NEW QUESTION: 202

A marketer wants to delete subscribers from a data extension if the records are older than 30 days. How should the marketer accomplish this task?

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

Answer: B (LEAVE A REPLY)

NEW QUESTION: 203

Which type of data can a subscriber easily update via the Profile Center? (Choose 2)

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

Answer: A,D (LEAVE A REPLY)

NEW QUESTION: 204

NTO wants to display different content areas based on the subscriber data, which two feature can be used to accomplish this, choose two answers.

- A. personalization strings
- B. dynamic content
- C. profile mapping

D. Amp-script

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

NEW QUESTION: 205

If you have less than 50,000 subscribers your test distribution should be what percent.

- A. 20%
- B. 10%
- C. 5%
- D. 15%

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

NEW QUESTION: 206

EXAM Question on templates where there are no technical resources to build responsive web techniques:

Explain how to create an email using responsive web techniques, and it's required to render on Mobile. (Choose 2)

- A. Standard Template with Content boxes
- B. Mobile Design template
- C. Mobile Design Template with Content Boxes
- D. HTML Paste template with Content Boxes
- E. HTML Paste

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

NEW QUESTION: 207

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

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

NEW QUESTION: 208

A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

- A. confirm that each content area specified in the dynamic content rules existed.
- B. Identify phrases like click here or free that could be marked as spam
- C. ensure subscriber status at the time of send subscribe or bounced.
- D. ensure subscriber have not subscribed or are undeliverable.

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

NEW QUESTION: 209

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower.

NTO wants to reverse this trend.

How should they improve their engagement rates with unengaged subscribers?"

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

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

NEW QUESTION: 210

A marketer developed an email with personalized content based on five geographic regions.

- * Northeast-Static image of a lighthouse
- * Southeast-Image carousel of beaches
- * Central-Has no content to display
- * Northwest-Static image of a waterfall
- * Southwest-Expiring coupon

How many Dynamic Content Rules need to be created to accomplish this?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 211

A marketer is about to introduce content builder to the entire NTO marketing team, which three considerations should the marketing team keep in mind as they begin using the content builder. Choose three answers.

- A. Import duplicate copies of content for different msg or groups
- B. A new conventions and rules for user accessing content builder establish a naming convention optimize for search.
- C. focus on creating an importing content for one primary channel
- D. create a folder structure prior to importing asset

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

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NEW QUESTION: 212

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 2 answers

- A. Include Hero_CTA1 in the filename for each Hero Image.
- B. Add "Hero_CTA" to the Tracking Alias field for each link.
- C. Include an alias attribute in each anchor tag and populate it with "Hero_CTA."
- D. Include "Hero_CTA" in the Link Tooltip field for each link.

Answer: B (LEAVE A REPLY)

NEW QUESTION: 213

A marketing team is using the Import Activity to import a csv file into a data extension. The file location is the system default File Location: Enhanced FTP. The import has failed and the error is "File Not Found." Which two steps should resolve the issue? Choose 2 answers

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

Answer: (SHOW ANSWER)

NEW QUESTION: 214

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of Interest this week." Which two best practices should the marketer use to make the subject line more effective? Choose 2 answers

- A. Include information relevant to the message in the subject line.

- B. A/B test the effectiveness of different subjects.
- C. Include "RE:", "FWD:", "etc." to get the reader's attention.
- D. Keep the subject text between 50 and 100 characters long.

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

NEW QUESTION: 215

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 216

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

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

Answer: ([SHOW ANSWER](#))

Reference:

https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5

NEW QUESTION: 217

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

What feature should they employ?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 218

A marketer is building a highly personalized email that is sent daily to one million subscribers. The data needed for the email is located in several data extensions.

What feature should the marketer use to merge the data into a single data extension to improve sending?

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

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

NEW QUESTION: 219

When sending to data extensions what is the default publication list?

- A. Group List
- B. All Subscriber List
- C. All of the above
- D. Publication List

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

NEW QUESTION: 220

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 221

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

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

NEW QUESTION: 222

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 223

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

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 224

How can AMP script customize email messages?

- A: Provide advanced content personalization
- B: Insert responsive content based on the user's viewing device.
- C: Automate the flow of creating email messages.
- D: Automate the template creation process.

1. Northern Train Outfitters wants to display different content areas based on the subscriber data.

What can be used to accomplish this? Choose 2 answers

- A. Personalization Strings
- B. Dynamic Content
- C. AMP script
- D. Profile Mapping

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 225

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. HTML developers are needed to build templates, but not emails.
- C. One template can only be used for one email, maintaining brand standards.
- D. Emails can be formatted for desktop and mobile without extra coding.

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 226

NTO wants to import a file with column names that do not match the field into a data extension what steps is needed to align the file data to the filed names in the data extension

- A. name the new import definition
- B. Map the attributes in the file
- C. select the delimiting characters
- D. Choose the appropriate data format

Answer: ([SHOW ANSWER](#))

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NEW QUESTION: 227

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

What feature should be used to manage their opt-out strategy?

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 228

Northern Train Outfitters wants to grow its email subscriber list. Which best practice can the company use to increase the number of subscribers? (Choose 2)

- A. Capture email addresses through the use of browser cookies
- B. Use incentives such as a discount or free shipping to encourage opt-in
- C. Send emails to a purchased list with a request to opt-in
- D. Offer email opt-in when customers create an account

Answer: B,D (LEAVE A REPLY)

NEW QUESTION: 229

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

What best practice should NTO employ?

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

Answer: A (LEAVE A REPLY)

NEW QUESTION: 230

Northern Trail Outfitters' branding guidelines require heavy use of imagery on their website, apps, emails, ads, etc.

In which two ways could they optimize email design to honor branding guidelines and ensure subscribers are getting the best experience possible?

Choose 2 answers

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

Answer: B,C (LEAVE A REPLY)

NEW QUESTION: 231

Northern Trail Outfitters (NTO) sends a hiking newsletter to an audience that has opted to receive messages about hiking. They have noticed in the last six months their open and click rates have been trending lower.

NTO wants to reverse this trend.

How should they improve their engagement rates with unengaged subscribers?"

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

Answer: (SHOW ANSWER)

NEW QUESTION: 232

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

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

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

NEW QUESTION: 233

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

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

Answer: ([SHOW ANSWER](#))

NEW QUESTION: 234

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

- A. Set up a default value for the column
- B. Ensure the Nullable property is unchecked for the First Name and Last Name columns
- C. Make the First Name and Last name columns Primary Keys
- D. Check the Nullable property for the First Name and Last Name columns

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

NEW QUESTION: 235

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.

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

Explanation

NEW QUESTION: 236

Northern Trail Outfitters' marketing team includes the nearest store to customers in the templates of its emails. The data extension only needs to be updated when store information changes, such as when a new store opens or a store close.

How can this be achieved?

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

Answer: C (LEAVE A REPLY)

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