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QUESTION 1

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

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

A. A nightly automation with a filter activity

B. A verification step In the send automation

C. An approval process for sending

Correct Answer: A

QUESTION 2

A marketing manager is looking at the Tracking Overview Tab from a send to an audience of 1000, where the Total
Opens are 1000, but the Unique opens are 100. They are excited about having a 100% open rate. What should
theyknow about Total Opens?

A. Total opens indicates how many subscribers opened the email.

B. Total opens includes every time the email was displayed with images.

C. Total opens w a great indicator of campaign success.

D. Total opens may not include email clients that render email with images off.

Correct Answer: B

QUESTION 3

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

A. Einstein Email Recommendations

B. Einstein Copy Insights

C. Einstein Messaging Insights

Correct Answer: C

QUESTION 4

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

A. Journey Builder - Journey History

B. Datorama Reports - Journey Performance

C. Reports - Journey Engagement

Correct Answer: B

QUESTION 5

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is notfamiliar 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. Responsive Web template

B. Media template

C. Mobile-optimized template

D. Standardtemplate

Correct Answer: C

QUESTION 6

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extensionprior to sending a daily email. What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

A. Configure the Send Activity to automate the refresh.

B. Use a Filter Activity in Automation Studio.

C. Activate Journey Builder to refresh the data extension.

Correct Answer: B

QUESTION 7

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query. Which configuration should the email specialist use to ensure the exclusion is updated before the audience query runs?

A. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.

B. In the step with the two SQL activities, place a wait step between them.

C. Place the audience SQL Query Activity below the exclbusion SQL Query Activity.

Correct Answer: A

QUESTION 8

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

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

A. Preselect email opt-in check boxes at online checkout.

B. Add a "Sign Me Up" form to the homepage.

C. Use a list of email addresses purchased from online vendors.

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

Correct Answer: BD

QUESTION 9

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers\\' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

A. Attribute, Value, Operator, Content

B. Lists, Value, Operator, Images

C. Preferences, Value, Operator, Lists

D. Customers, Value, Operator, Content

Correct Answer: A

QUESTION 10

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

A. Contact Builder

B. Automation Studio

C. Journey Butter

Correct Answer: A

QUESTION 11

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

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

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

B. Create one Entry Source for each messaging channel.

C. Ensure source channel Is available insubscriber data.

Correct Answer: C

QUESTION 12

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like theemails to be responsive. Which two techniques should be used? Choose 2 answers

A. Include @media query CSS in the email

B. Use a Basic, Empty or Themed Template in Content Builder

C. Use inline CSS styling on all HTML elements

D. Include style="display:block" on all images

Correct Answer: AC

QUESTION 13

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 appropriatesegments.

How can segmentation with this scenario be accomplished?

or

What tool should the marketing team use?

A. Data Extract Activity

B. Audience Builder

C. Drag and Drop Segmentation

D. Profile Attributes

Correct Answer: B

QUESTION 14

A team wants to import a fife with column names that do not match the fields into a data extension. What step is needed to align the file data to the field names in the data extension?

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A. Choose the appropriate date format.

B. Name the new import definition.

C. Map the attributes in the file.

D. Select the delimitingcharacter.

Correct Answer: C

QUESTION 15

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

A. Fire Event

B. Import File

C. File Transfer

D. Verification Activity

Correct Answer: C

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