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QUESTION 1

North Trail Outfitters (NTO) wants to automate the sending of shipping notices and a customer survey.

1.

Shipping notices will be sent once a day.

2.

The shipping file will be placed on the FTP sometime after 4:00 p.m.

3.

The shipping data will be stored in the shipping Notice data extension.

4.

A field in the data extension will contain the shipping data.

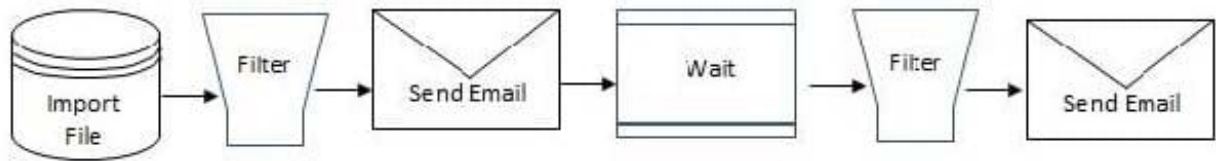
5.

The survey needs to be sent at 9:00 a.m., exactly 10 days after the customers order ships.

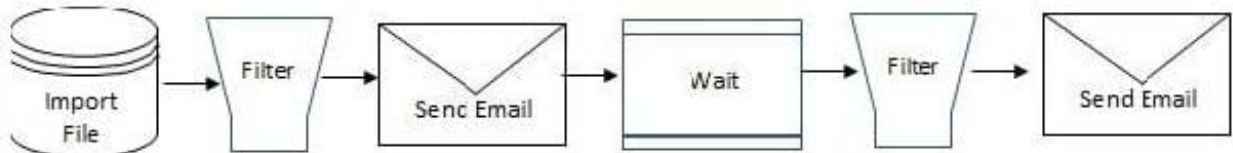
Which workflow would most effectively enable NTO to do this?



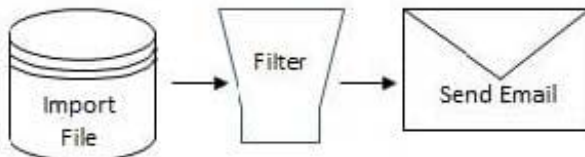
- ☐ A. Automation 1: Triggered



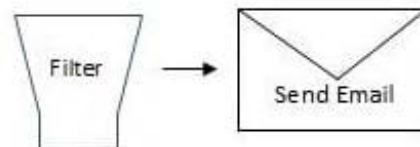
- ☐ B. Automation 1: Scheduled to run daily at 7:00 PM



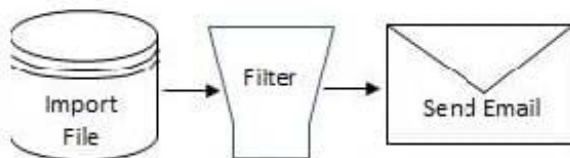
- ☐ C. Automation 1: Scheduled to run daily at 7:00 PM



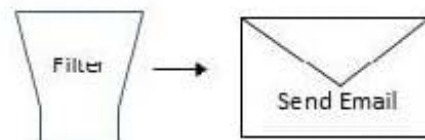
- Automation 2: Scheduled to run daily at 9:00 AM



- ☐ D. Automation 1: Triggered



- Automation 2: Scheduled to run daily at 9:00 AM



A. Option A

B. Option B

C. Option C

D. Option D

Correct Answer: A

QUESTION 2

A customer has an email newsletter to send out, but wants to deliver it with a targeted message for customers within a specified age range. These data have been defined in attributes from a sign-up landing page.

How should the customer individualize the email content?



- A. Personalization Strings
- B. Substitution Strings
- C. Dynamic Content Areas
- D. Guide Template Language

Correct Answer: C

QUESTION 3

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the journey source and transaction data extensions.

Which activity would they use to accomplish this?

- A. Decision Split Activity using both Contact and Journey Data
- B. Decision Split Activity using only Journey Data
- C. Einstein Split Activity
- D. Decision Split Activity using only Contact Data

Correct Answer: D

QUESTION 4

Northern Trail Outfitters (NTO) wants to implement a drip campaign to its highest-value outdoor sports customers. NTO is including a deep product discount and wants to limit the audience to not only its best customers, but also those customers most likely to respond.

Which three criteria should they use to create an audience for this campaign? Choose 3 answers

- A. Lifetime Purchase Value
- B. Proximity to Store
- C. Last Purchase Date
- D. Conversion Rate
- E. Ages in Household

Correct Answer: ACD

QUESTION 5



What is a correct statement about Send Log data?

Choose 3 answers

- A. Can be accessed via Query activities.
- B. Can be incorporated into standard reports.
- C. Can be stored for a set period of time.
- D. Can be added to a standard data view.
- E. Can be included in measures and filters.

Correct Answer: ACE

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