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### QUESTION 1

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.

What are two potential reasons for this unexpected response? (Choose two.)

- A. Next keyword was not specified on the outbound message.
- B. Response contained "stop" in the message content.
- C. Responses are not sent within 24 hours of the outbound message.
- D. Responses are sent after the 60 minute conversation window.

Correct Answer: AD

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### QUESTION 2

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation? Choose 2 answers

- A. Import Activity
- B. Verification Activity
- C. Data Extract Activity
- D. Filter Activity

Correct Answer: BD

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### QUESTION 3

A customer wants to store financial data related to invoicing in its data extensions. What field type should be used?

- A. Number
- B. Currency
- C. Float
- D. Decimal

Correct Answer: D

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### QUESTION 4



Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

- A. \_ListSubscribers
- B. \_Subscribers
- C. \_PublicationSubscriber
- D. \_EnterpriseAttribute

Correct Answer: A

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#### QUESTION 5

Northern Trail Outfitters has a file that drops intermittently to their SFTP account. Once this file drops, they want to be able to have it immediately imported and then segmented to enter a specific journey depending on the data inside the file.

Which two options would meet these requirements? Choose 2 answers

- A. Scheduled Automation
- B. File Drop Automation
- C. SQL Query D. Decision Split

Correct Answer: BC

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