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QUESTION 1

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 2 answers

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

Correct Answer: BC

QUESTION 2

Where do you click Connect Campaign to associate a campaign with a journey?

- A. Journey Builder
- B. The Campaign Messages component on the campaign record
- C. The Campaign Messages component on the Lead or Contact record
- D. Email Studio

Correct Answer: A

QUESTION 3

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

Correct Answer: B

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



QUESTION 4

Northern Trail 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 > SQL Query Activity > File Transfer Activity
- C. Schedule Starting Source > SQL Query Activity > File Transfer Activity
- D. File Drop Starting Source > Data Extract Activity > File Transfer Activity

Correct Answer: A

QUESTION 5

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email.

Which results file format is available for selection when generating this report?

- A. Data File (.csv)
- B. Image File (.jpg)
- C. Word Document (.docx)
- D. Compressed File (.tar.gz)

Correct Answer: A

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