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QUESTION 1

Select three true statements about Content Detective?

- A. Scans subject line and email body for spam triggers
- B. Will remove invalid email address
- C. Does not scan HTML code
- D. Offers resolutions

Correct Answer: ACD

QUESTION 2

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

QUESTION 3

Northern Trail Outfitters wants to create a segment that will add and update the data in the data extension. They do not want the data overwritten. If a subscriber no longer meets the filter criteria, they should remain in the segment. What could be used to segment the data?

- A. Filter Activity
- B. Data Filter
- C. Synchronized Data
- D. Query Activity

Correct Answer: B

QUESTION 4

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

Correct Answer: BC

QUESTION 5

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

Correct Answer: C

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