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QUESTION 1

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails. Which tool should they use?

- A. List unsubscribe
- B. Profile attributes
- C. Publication lists
- D. Suppression lists

Correct Answer: C

QUESTION 2

The Northern Trail Outfitters product clearance sale email contains many items with similar product URLs.

Which feature within the standard email editor can be used to provide descriptive text that is displayed when the email viewer hovers over each link?

- A. Link Help Text
- B. Link Conversion Tracking
- C. Link Tooltip
- D. Link Tracking Alias

Correct Answer: C

QUESTION 3

A customer managed to automatically import files and also has the ability to manually import files via the import wizard. What needs to be reconfigured in the marketing cloud account,

- A. enhance ftp
- B. encrypted ftp
- C. data loader
- D. file transfer

Correct Answer: A

QUESTION 4



A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Sender Profile C. Tabs

Correct Answer: A

QUESTION 5

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.

- A. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
- B. find each individual with subscriber preview and test send to each individual recipient
- C. create a test data extension composed of the management team and test send to the test data extension
- D. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Correct Answer: D

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