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QUESTION 1

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 2

While testing an email with dynamic content in Content Builder, proofs of five content variations need to be reviewed directly in the inbox of a marketer's quality assurance specialist and the marketing manager. A data extension named \\myTestData\\ contains only the variations needed.

Which method should be used to accomplish this task?

- A. Enter the email addresses to receive proofs, and then select the specific records from a list or data extension whose rendering should be sent.
- B. Choose data extension of contacts, and then choose to send "Based on Recipient Test Data Extension."
- C. Create a Test data extension that contains the five content variations the two team members need to validate.
- D. Enter the email addresses to receive proofs, and then choose to send "Based on Subscriber Preview \\myTestData.\\"

Correct Answer: D

QUESTION 3

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. SQL Query Activity
- B. Filter Activity
- C. Group Refresh
- D. File Transfer Activity

Correct Answer: A

The SQL Query Activity allows you to write SQL (Structured Query Language) queries to extract and combine data from different data extensions based on specified criteria. With SQL queries, you can perform joins, filter data, and create new data extensions containing the combined data.



In this case, the SQL Query Activity can be used to join the Shipping data extension and the Purchase data extension based on common fields (e.g., Order ID, Customer ID, or any other unique identifier) to retrieve the necessary information for the shipping notifications.

QUESTION 4

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers. What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

- A. Use a substitution string to populate a subscriber's name in the subject line.
- B. Use a substitution string to populate a photo of the subscriber in the header of the email.
- C. Change the color of the email background to match their subscribers' preferred color of choice.
- D. Create content tailored to subscribers' interests and use dynamic rules to populate relevant content.

Correct Answer: AD

QUESTION 5

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries. Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report
- C. Pivot table in Datorama Reports

Correct Answer: C

QUESTION 6

When the number of subscribers exceeds one million records, which data model is preferred?

- A. Lists
- B. Data Extensions
- C. Data Filters
- D. Groups

Correct Answer: B



QUESTION 7

A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field. What are two benefits of ensuring field lengths are accurate? (Choose two.)

- A. To ensure data integrity
- B. To determine the correct data type
- C. To optimize import process speed
- D. To save the data extension

Correct Answer: AD

QUESTION 8

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 9

Northern Trail Outfitters (NTO) wants to ensure a good user experience when subscribers read their emails.

What best practice should NTO employ?

- A. Use one file type for all images in the email.
- B. Keep total weight with images at 800KB or lower.
- C. Increase DPI and file size for image display.
- D. Rely on image-only emails to engage subscribers

Correct Answer: B

QUESTION 10

What is a Master Unsubscribe?



- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link
- B. When a subscriber unsubscribes from all emails sent from the Salesforce Marketing Cloud
- C. When a subscriber unsubscribes from a list in the Subscription Center
- D. When a subscriber unsubscribes from all emails sent from an account

Correct Answer: D

QUESTION 11

Northern Trail Outfitters (NTO) has rolled out changes to its CTA button color. Where should NTO be able to see if there has been a lift in overall likelihood to click?

- A. Einstein Engagement Frequency
- B. Einstein Engagement Scoring
- C. Einstein Messaging Insights

Correct Answer: B

QUESTION 12

A marketer is using Preview and Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating. What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. A subscriber was not selected in the Subscriber Preview tab.
- C. The send exceeded the maximum test send threshold.

Correct Answer: A

QUESTION 13

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account. Which journey type is the best solution for the marketer to set up?

- A. Multi-Step Journey
- B. Transactional Send Journey
- C. Single Send Journey

Correct Answer: B



QUESTION 14

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- A. Require that the subscriber refer a friend
- B. Personalize email content
- C. Send three emails on the first day after sign-up
- D. Share the email program's value proposition

Correct Answer: BD

QUESTION 15

An email marketing team has been tasked with building a new email that pulls in personalized content based on customers' preferences. The team has decided to create dynamic rules to accomplish this setup. What are the four elements that are required for the creation of a dynamic content rule?

- A. Attribute, Value, Operator, Content
- B. Lists, Value, Operator, Images
- C. Preferences, Value, Operator, Lists
- D. Customers, Value, Operator, Content

Correct Answer: A

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