

Question 1: **Correct**

**A marketing manager has requested of their email marketing specialist to implement some techniques on their subject line to increase open rates.**

**Which two best practices should the email marketing specialist use to make the subject line more effective? (Choose 2 answers)**

- ☐

Always offer a promotion in the subject line

- ☒

Ensure the information in the subject line aligns with the information in the body

**(Correct)**

- ☒

A/B test the effectiveness of different subjects.

**(Correct)**

- ☐

Ensure the subject line utilises a personalisation string that pulls the customer's name so that the email is more personalised

#### **Explanation**

According to CAN-SPAM, it is best practice for the subject line to be relevant to the info within the email as deceitfully getting a customer to click on an email is unethical. It is important to A/B test the effectiveness of different subject lines to maximise customer satisfaction and to determine which subject line draws out the readers attention more effectively for the best open rates.

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Question 2: **Correct**

**What are two characteristics of templates which would assist email configuration/building when individuals with coding ability are not available to assist with HTML emails. (Choose 2 answers)**

- ☒

Emails can be formatted for desktop and mobile without extra coding

**(Correct)**

- ☐

HTML developers are needed to build templates, but not emails.

• ☐

One template can only be used for one email, maintaining brand standards.

• ☒

Templates provide the ability to create email messages using content blocks.

(Correct)

#### Explanation

Emails can most definitely be formatted for desktop and mobile without extra coding through responsive design and mobile optimised templates. Templates can also be configured without any coding through the use of drag and drop content blocks for images, text and free flow

Question 3: Correct

**A marketer would like to track what type of content receives the most clicks, specifically, they would like to track all hero images/web banners using the naming convention "Web\_Hero". Which two methods would determine click behaviour and tracking on these images using this naming convention? (Choose 2 answers)**

• ☒

Add "Web\_Hero" to the Tracking Alias field for each link.

(Correct)

• ☒

Include an alias attribute in each anchor tag and populate it with "Web\_Hero"

(Correct)

• ☐

Include "Web\_Hero" in the filename for each Hero image.

• ☐

Include "Web\_Hero" in the Link Tooltip field for each link.

#### Explanation

Answer C) is effective, however, it is not plausible to name content, images and links by the name "Web\_Hero" as this will defeat the purpose of having a naming convention for organisation. Answer D) is not effective in anyway as the tooltip is merely a popup that offers you a tip when hovering over a piece of functionality

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Question 4: **Correct**

**What are two best practice techniques to ensure a company's marketers are utilising content builder to it's full capacity?(Choose 2 answers)**

• ☒

Plan for content to be used cross-channel, eliminating duplicates.

**(Correct)**

• ☒

Optimize the way content is stored with a naming convention.

**(Correct)**

• ☐

Create folders for each type of uploaded content.

• ☐

Import all content up front, rather than piece by piece.

**Explanation**

The ultimate functionality of content builder is to ensure the right content is available across channels. Alongside this, Salesforce recommends that a naming convention be thought of first prior to uploading material in order to stay organised. Option c) seems correct, however, you should not create folders for each type of uploaded content, but rather, folders for specific projects and undertakings containing the content required. It is also recommended to only upload content you need rather than all up front

Question 5: **Correct**

**When creating data extensions, what are two steps a marketer should take assuming Subscriber key is enabled and the data extension will be used for sending email campaigns? (Choose 2 answers)**

• ☐

Set the Email address column as Primary Key

• ☒

In Properties, check the "Is Sendable" option

**(Correct)**

• ☒

Set the column with Subscriber Key as Primary Key

(Correct)

• ☐

Relate the Email Address to Subscriber Key

#### Explanation

If intending to use a data extension for email sends, you must check the "is sendable" option, otherwise, your data extension will merely be a data table. It is also best practice to set the column with the subscriber key as the primary key in order to have a unique identifier within the system.

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Question 6: **Correct**

**A company is in the process of introducing content builder to their internal marketing team, what are three key considerations that should be back of mind as they begin using content builder? (Choose 3 answers)**

• ☒

Create a folder structure prior to importing assets

(Correct)

• ☒

Review permissions and roles for users accessing Content Builder

(Correct)

• ☐

Focus on creating and importing content for one primary channel.

• ☐

Import duplicate copies of content for different messages or groups

• ☒

Establish a naming convention optimized for search.

(Correct)

#### Explanation

It is imperative to create a folder structure prior to importing assets, i.e. Project X 2018 in order to stay organised. You must also review permissions and roles in order for only the

right business units and people to be able to view content. You should not focus on creating content for one channel as the point of content builder is for cross-channel functionality. Duplicate copies are also never recommended since it'll clutter your folders.

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Question 7: **Correct**

**A marketing team has just sent it's first email through marketing cloud, as a result, they would like to observe the results/data of the email send. Which two pieces of information and data regarding the performance of an email send can be exported from the Tracking tab in Email Studio? (Choose 2 answers)**

- ☐

Images showing how the email rendered on different devices

- ☐

Number of clicks from mobile devices

- ☒

Performance data on the Overview tab

**(Correct)**

- ☒

Subscribers who click on a specific link

**(Correct)**

#### **Explanation**

You cannot track how images render on different devices, nor can you track clicks from different devices. You can, however, track clicks on specific links.

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Question 8: **Correct**

**A marketing team have gathered survey data and realised that a large portion of their subscribers open emails on their mobile devices, whilst the remaining portion open emails on their desktop. The marketing team have limited resources and are on a tight schedule so they don't want to spend a substantial amount of time developing emails for each environment.**

**How would they go about designing future emails so that they can render well on both desktop and mobile?**

- ☒

Mobile-aware Design

**(Correct)**

• ☐

Static Design

• ☐

Responsive Design

• ☐

Desktop-centric Design

### Explanation

You might've been inclined to pick responsive design, however, this involves potentially creating multiple versions of an email - where if the system detects the viewer is on a mobile, the mobile version will be displayed to them. The question specifies they do not want to spend a significant amount of time developing for each environment - hence, mobile-aware design.

Question 9: **Correct**

**A marketing team would like to target all their female subscribers in order to send them an email about mascara promotions. Which feature would allow them to target this demographic segment?**

• ☐

Smart Capture

• ☒

Filtered Group

**(Correct)**

• ☐

List Detective

• ☐

Publication List

### Explanation

Filtered groups are an easy way to segment an audience after first having filtering a list. The other answers do not apply.

Question 10: **Correct**

**A car manufacturing marketing team are about to send an email regarding the recall of a specific model car as a result of a faulty airbag, how would they go about sending the emails slowly throughout the day to avoid the volume of support calls to spike?**

☐

Triggered Send

☒

Send Throttling

**(Correct)**

☐

Send Email Activity

☐

Send Flow

#### **Explanation**

Send throttling is best practice, whereby, emails are sent at a slower and staggered rate to ensure support staff are not overwhelmed when new releases go live. Triggered sends do not apply as the email is not dependent on the customer's behaviour.

Question 11: **Correct**

**A marketing team would like to create a new data extension which would be quite similar to the configurations of a data extension that already exists. How would they go about creating the new data extension in the most effective way?**

☐

Create from New

☐

Create from Template

☒

Create from Existing

**(Correct)**

- ☐

Create from a Filtered Data Extension

### Explanation

If a data extension's configuration is similar to one you would like to make, you can navigate to the existing data extension and select "create existing from new" to create another one with the same configurations

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Question 12: **Correct**

**A marketer needs to update the sender name and email address based on the sales representative associated with an account. The data is stored in multiple data extensions. How would they go about accomplishing this task? (Choose 2 answers)**

- ☐

Personalization Strings

- ☐

Delivery Profiles

- ☒

AMPscript Lookup

**(Correct)**

- ☒

Sender Profiles

**(Correct)**

### Explanation

Personalisation strings generally populate attribute-related data rather than sales representative-related data. Delivery profiles have nothing to do with sender names and email addresses, but IP addresses and domain configuration - thus C & D are correct.

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Question 13: **Correct**

**A marketing team is disputing whether or not they should use Journey Builder or Automation Studio for a specific task. What are three benefits of using Journey Builder that Automation Studio does not have? (Choose 3 answers)**

- ☐

Criteria setting to segment contacts based on behaviour using SQL



• ☒

Goal setting to have the system listen to see if users met the goal

(Correct)

• ☒

Updating or creating Salesforce CRM object records

(Correct)

• ☒

A/B/N testing as part of the workflow to conduct timing and creative tests

(Correct)

• ☐

Extracting data from an Audience data extension for analysis

#### Explanation

A) can be also be done in automation studio, therefore, isn't a benefit in comparison - and D) is not possible. You can, however, set goals, update internal salesforce records and A/B test as part of a journey which automation studio cannot do.

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Question 14: **Correct**

**A marketing team has switched over from Classic editor to Content builder, as a result, all their content was saved to the one folder in order to make the import process seamless. How should they go about finding all images, content blocks and emails within that folder?**

• ☒

Filter based on content type

(Correct)

• ☐

Create folders and move content

• ☐

Add tags to each piece of content

• ☐

Rename content to be alphabetical

### Explanation

All three other options are not possible before first finding the content, whereby you would need to implement a filter to do so.

Question 15: **Correct**

**As part of a delivery postage notification automation, a marketing team needs to join data from the Purchase data extensions with the Courier data extension, which activity would be best to accomplish this task?**

- ☐ Group Refresh
- ☐ Filter Activity
- ☐ File Transfer Activity



SQL Query Activity

**(Correct)**

### Explanation

Filters cannot be used in this situation since multiple data extensions hold the data required, they also cannot join data extensions together. A file transfer activity merely moves files from the FTP safehouse, which assists this situation in no way. SQL query is the correct answer in any situation which involves multiple data extensions requiring segmentation.

Question 16: **Correct**

**A Master data extension with approximately 2 million subscribers contains 50 fields used to collect the information of all its subscribers, including, but not limited to: mailing address, mobile number and email address. Bearing in mind the data is used for multiple daily email campaigns, how would they go about updating the data?**



A scheduled automation to import a file containing all of their subscribers



A file drop automation to execute an import every time a record is updated or added.

☐

A scheduled automation to occur every 15 minutes to ensure the data is current.

☒

A scheduled automation to import a nightly file of updated or changed records.

(Correct)

#### Explanation

It would be an import speed nightmare to upload 1 million records every 15 minutes or when a change is made to one of them, while rules out B & C - A does not address as it imports a file with all subscribers rather than those pertaining to the DE

Question 17: **Correct**

**A sales team would like to send order confirmation email notification to it's customers, bearing in mind, the data required is included in a file which is moved at frequent intervals to a folder within the company's Enhanced FTP Account. How would they go about sending the email?**

☐

Import Activity in Email Studio

☒

File Drop Starting Source in Automation Studio

(Correct)

☐

Triggered Email in Email Studio

☐

File Drop Entry Source in Journey Builder

#### Explanation

At first glance, it seems triggered email is the correct answer because of the transactional nature of the email, however, granted the file is moved to a folder within the enhanced FTP account, it is absolute necessary to send the notification via the file drop starting source within automation studio to trigger the send.

Question 18: **Correct**

**After receiving a GDPR "Right to Be Forgotten" Request from their compliance team, a marketer must remove a contact from Email Studio.**

**Where should this action be initiated in Marketing Cloud?**

• ☐

Administration > Contacts

• ☐

Contact Builder > All Contacts

• ☐

Contact Builder > Contacts Configuration

• ☒

Email Studio > All Subscribers

(Correct)

#### Explanation

Deleting an individual from the contact builder or contacts deletes them from the entire org, whilst, the questions only wants to delete the contact from email studio - which makes D the correct answer.

Question 19: Correct

**Which two best practices should a marketing team employ in order to meet subscriber expectations and encourage email engagement/interaction (Choose 2 answers)**

• ☒

Set cadence expectations up front with subscribers.

(Correct)

• ☒

Use subscriber data to dynamically populate email content.

(Correct)

• ☐

Send generic content to appeal to all audiences.

• ☐

Send multiple emails a day to keep the brand top of mind

### Explanation

It is email best practice to set frequency expectations early with subscribers and to ensure the content delivered is personalised using the data they have provided. C is clearly incorrect as it is always best practice to personalise content, whilst D is also incorrect, as pestering your customers with emails for the sake of emails leaves a bitter taste.

Question 20: **Correct**

**What type of send configuration/email send is recommended when leveraging transactional messages for order confirmations?**

- ☐ User-Initiated Email
- ☐ Test Send
- ☐ Send Flow
- ☒ Triggered Email

Triggered Email

**(Correct)**

### Explanation

Granted the transactional nature of the email dependent on the customer's behaviour, triggered email is the correct answer.

Question 21: **Correct**

**A marketing team is updating a data extension via an import file, however, the team are concerned existing records within the data extension might be overwritten as a result of the import. How should they configure the data extension and import to ensure this does not happen? (Choose 2 answers)**

- ☐ Select the update type "Overwrite"
- ☐ Select the update type "Add and Update"

• ☒

Ensure the data extension has a Primary Key

(Correct)

• ☒

Select the update the "Add Only"

(Correct)

### Explanation

A & B are incorrect as the question specifies that only new records are to be added, whilst A & B involve either update or overwriting existing records. You must also ensure the data extension has a primary key/unique identifier so that no duplicates are created.

Question 22: **Correct**

**A marketing team uses a data extension in order to track send log information such as: email addresses used in a send, date and time of the send and the purpose/name of the email for reporting purposes. After the data has been used for reporting, they no longer have need for the data in the data extension, however, they would still like to keep the data in an archived data extension for one year. Which activity should be used to achieve the backup automatically?**

• ☐

SQL Query

(Correct)

• ☐

Import File

• ☐

Filter

• ☐

Data Extract

### Explanation

A data Extract extracts data out of the org, making this incorrect - whilst an import file imports data into the org externally, also making this incorrect. A filter cannot be used since the data across multiple places rather than being within the one data extension (DE), thus, the correct answer is SQL Query.

Question 23: **Correct**

**A marketing team has created a new onboarding series for customers who have purchased their first product from the company. Customers were automatically opted in without any consent and received numerous emails from the company in a single day. The onboarding email series contained personalised content based on the customers preferences, but requires them to log in to a seperate landing page in order to opt-out. In this scenario, what best practice was achieved?**

• ☐

Opting customers in automatically

• ☒

Personalised recommendations

**(Correct)**

• ☐

Preventing customers from opting out

• ☐

Sending multiple emails in one day

#### **Explanation**

All other answers are other CAN-SPAN uncompliant or useless. The correct answer is personalised recommendations.

Question 24: **Correct**

**How can AMPscript be used to customise email message design?**

• ☐

Automate the template creation process

• ☐

Inserts responsive content based on the user's viewing device

• ☒

Provides advanced content personalisation

**(Correct)**

• ☐

Automates the flow of creating email messages

### Explanation

The purpose of AMPscript is to provide advanced/complex content personalisation based on attributes and more, beyond the functionality of personalisation strings and dynamic content

Question 25: **Correct**

**A marketing team is building an email to a send to a unique segment of one million subscribers. The subscribers, however, are stored in multiple data extensions. How should the marketing team go about merging the data in order to send the email to a single data extension?**

- ☐ Profile Management
- ☐ Data Filters
- ☐ File Triggers

- ☒

SQL Query Activities

**(Correct)**

### Explanation

Again, because the data is located in several data extensions, only SQL Query can be used to do so out of these answers.

Question 26: **Correct**

**What are two ways a company can optimise their email message design whilst still adhering to email design best practices and ensuring subscribers are receiving the best possible visual experience possible? (Choose 2)**

- ☒

Style alt text for when images do not display automatically.

**(Correct)**

- ☐

Make the email completely image based.



• ☐

Use custom corporate front to match NTO brand.

• ☒

Add background colours that match branding.

(Correct)

#### Explanation

It is not recommended to make an email completely image based as images, at times, do not render well on mobile devices. It is also highly NOT recommended to use custom corporate font as the font may not be supported.

Question 27: **Correct**

**A company with limited resources uses a single master data extension to store subscriber data. Upon opting in to receiving communications from a company, the customer will receive yearly birthday promotions, monthly catalogues and weekly newsletters. What is the most effective way to manage unsubscribes by communication type?**

• ☐

Create separate data extensions for each communication type and customise the subscription page.

• ☒

Create publication lists for each communication type, and associate the publication list on the send definition.

(Correct)

• ☐

Create suppression lists for each communication type and associate the suppression list on the send definition.

• ☐

Create a Boolean field for each communication type in the data extension and update the Profile Centre.

#### Explanation

A publication list is the optimal way to store your unsubscribe data, particularly when segmenting across communication channels and types.

Question 28: **Correct**

**A marketing team have just finished building an email and would like to test which subject line would result in higher open rates. How should the team go about configuring the A/B test options? (Choose 2 answers)**

• ☒

Configure the system to automatically send the winning version to the remainder audience.

**(Correct)**

• ☐

The test administrator chooses which subscribers to place in each audience.

• ☒

The test administrator selects the desired audience test segment sizes.

**(Correct)**

• ☐

The test administrator manually selects the version to send to the remainder.

#### **Explanation**

The tester cannot choose which subscribers to place in the audience, but can choose the segment sizes (E.G. A: 10% B: 10% Winning: 80%). After a specified time set by the tester, the system will also automatically send the winning version to the remainder audience.

Question 29: **Correct**

**A company has noticed decreasing open rates, increased bounce rates and reports that emails are being delivered immediately to a customers spam folder. Which three best practices will help a company improve its email deliverability whilst still adhering to email best practices? (Choose 3)**

• ☒

Purge old or inactive email addresses.

**(Correct)**

• ☐

Purchase lists from companies that guarantee users have opted in.

• ☒

Encourage subscribers to add the company's sending domain to their address books.

(Correct)

• ☒

Authenticate email sending to distinguish it from spammers.

(Correct)

• ☐

Ensure the spam compliant rate is between 1% and 3%.

#### Explanation

It is important to purge inactive email addresses and encourage subscribers to add the company's sending domain and to authenticate email sending using SAPs in order to reduce Bounce rates, spam complains and unsubscribes.

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Question 30: **Correct**

**A subscriber has received an email from a publication list/communication they would no longer like to be a part of. At the bottom of the email, there are three link options to unsubscribe: "Manage Subscriptions", "Profile Centre" and "One-Click Unsubscribe". If the subscriber clicks on "One-click" unsubscribe, what are the two opens given to the subscriber upon being redirected to the next page? (Choose 2 answers)**

• ☐

Subscriber can choose to be removed from the data extension.

• ☒

Subscriber can choose to be unsubscribed from all of the company's publications.

(Correct)

• ☐

Subscriber can choose to resubscribe to the list used for the send.

• ☒

Subscriber can choose which publications to unsubscribe from.

(Correct)

### Explanation

Subscribers cannot choose to be removed from the data extension as that data now belongs to the company. In order for subscribers to resubscribe to the list used for the send, they must visit the manage subscriptions page which rather than the one-click unsubscribe link.

Question 31: **Correct**

**A marketing team is using a Smart Capture form on a CloudPage landing page to capture registrations to it's opening event within a data extension. The marketing manager has requested that a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SSH File Transfer Protocol. Which automation configuration sequence should be used to accomplish this task?**

- ☐

Schedule Starting Source > SQL Query Activity > File Transfer Activity

- ☒

Schedule Starting Source > Data Extract Activity > File Transfer Activity

**(Correct)**

- ☐

File Drop Starting Source > SQL Query Activity > File Transfer Activity

- ☐

File Drop Starting Source > Data Extract Activity > File Transfer Activity

### Explanation

There is no file being drop in the SSH FTP as the Smart Capture functionality automatically uploads and updates the data, which rules out the file drop starting source (C & D). There is also no need to use a SQL Query Activity since no data is being segmented and the process is being automated using automation studio, thus, B is correct.

Question 32: **Correct**

**A marketing team part of a large franchise company ensures that information regarding the nearest store to the customers are included within the template of its emails. The data extension containing this information needs to be updated only when store information changes, such as when a new store opens or an old store relocates. How should this task be accomplished?**

- ☒

Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP.

(Correct)

• ☐

Create a file drop automation to initiate when the store's data extension is updated. via import.

• ☐

Create an automation to begin when information changes on a store object using a workflow rule.

• ☐

Create a scheduled automation to import the file on a recurring basis with store information.

**Explanation**

The data extension only need to be updated when data changes, therefore, D is incorrect as a schedule automation is unnecessary. C is incorrect as there is no such thing as workflow rules in Marketing Cloud. B is incorrect as an automation is being initiated, however, there is no import activity associated, making A the correct answer.

Question 33: **Correct**

**A company would like to use another way to uniquely identify it's subscribers besides using email addresses granted that some email addresses can be quite similar. Which tool can be used to accomplish this task?**

• ☐

Subscriber Attributes

• ☐

Primary Key

• ☒

Subscriber Key

(Correct)

• ☐

System Preferences

**Explanation**

Subscriber Key is a unique identifier assigned to every subscriber to identify a subscriber and their data within multiple extensions, list and external systems.

Question 34: **Correct**

**An email marketer needs a point-and-click tool to create a segment based off of everyone who lives within a five-mile radius of a specific zip code and to see an accurate count of subscribers in real time.**

**What tool would be best used to accomplish this task?**

• ☐

SQL Query Activity

• ☐

Data Filters

• ☐

Contact Builder

• ☒

Audience Builder

**(Correct)**

#### **Explanation**

Neither SQL query or Data filters can be used in this scenario given the complexity of the segmentation request, being, everyone who lives within an X mile radius of a location - you would have to create thousands of IF-THEN statements in order to acquire that data using filters or queries.

Question 35: **Correct**

**A marketing team uses link aliases within their HTML versions of list emails in order to decipher where clicks occurred most and who clicked on the link. A marketing manager has requested of their email marketing specialist to find information regarding all the email address of the customers who clicked on the link "Men's Winter Jacket Sale" in order to target them with an upcoming promotion.**

**Where can the marketer most easily find this information?**

• ☐

Tracking Job Links Tab > URL ID

• ☐

Tracking Overview Tab > Clicks

- ☐

Tracking Click Activity tab > Email Overlay View

- ☒

Tracking Click Activity tab > Link View

(Correct)

#### Explanation

Link view in the tracking click activity tab provides you with a list of active links within your email, which you can then click to explore data surrounding: number of clicks, percentage of total clicks and the email addressed of specific individuals who have clicked the link.

Question 36: **Correct**

**A company feels they need to increase their subscriber base in order to keep up with their competitors aggressive email marketing strategy.**

**How should they go about accomplishing the task whilst adhering to best practices? (Choose 2 answers)**

- ☒

Create an in-store SMS campaign that offers a discount for opting-in.

(Correct)

- ☐

Require customers to provide their email address when calling customer service.

- ☐

Have customers opt in to email before they can shop online.

- ☒

Ask for an email address when a customer makes a purchase in-store.

(Correct)

#### Explanation

Creating in-store SMS campaigns and asking for email addressed when customers make a purchase are regarded as best practice when intending to acquire new subscribers. It is recommended to utilise these methods by offering incentives, promotional content and discounts which will entice the customer to provide the email address.

Question 37: **Correct**

**A marketing team is attempting to build a single email targeting two different segments: Men and Women. The marketers are using templates in order to streamline the creation process.**

**How should they build the email to fit the purpose?**

• ☐

Create multiple versions of the email for loyalty and non-loyalty members.

• ☐

Create a template and lock content in the template.

• ☐

Create dynamic content with a SQL Query activity.

• ☒

Create a template-based email using dynamic content.

**(Correct)**

#### **Explanation**

Granted the email is to target to different segments of customers, it is encouraged to use template based email using dynamic content. It is rarely recommended to make multiple versions of an email unless using responsive design.

Question 38: **Correct**

**A marketing team utilises two different systems to manage their email marketing, however, they would like to maintain updating unsubscribe information between both systems to avoid receiving spam complaints.**

**How should they go about accomplishing this task?**

• ☐

Import unsubscribes into a data extension, then update status with a query.

• ☐

Create a suppression workflow for the unsubscribed accounts.

• ☐

Create an automation triggered on unsubscribes from the other system.





Import unsubscribes with the appropriate status into All Subscribers.

(Correct)

#### Explanation

A is possible, however, this is in quite a roundabout way, especially considering that the information will be uploaded into a DE. D is correct as the information flows straight through to the All subscribers list, in the correct form, rather than using SQL to update the status after importing.

Question 39: **Correct**

**In which two ways can a company avoid having their emails blocked by ISPs or be marked as spam by customers in accordance with CAN-SPAM compliance? (Choose 2)**



Use animated emojis in subject lines to draw the eye.



Include a physical mailing address of the company.

(Correct)



Use a clear "From" name that is easily recognized.

(Correct)



Include a "Contact us" link in the footer.

#### Explanation

In order to remain CAN-SPAM compliant, you must provide a physically mailing address within the email and the From name must be clear and traceable.

Question 40: **Correct**

**Which two subscriber audiences can be created by using Measures in a Data Filter? (Choose 2 answers)**



Subscribers who have opened an email in the past 30 days.

(Correct)

• ☒

Subscribers who have not clicked in the past three months.

(Correct)

• ☐

Subscribers within a 30-mile radius of a zip code.

• ☐

Subscribers who have submitted spam complaints in the last week.

#### Explanation

The measures within Marketing Cloud trace opens, clicks, unsubscribes, bounces, etc - they do not trace proximity or spam complains (unless using tracking data extract activities).

Question 41: **Correct**

**Which three best practices should a marketer keep in mind while trying to acquire new email subscribers? (Choose 3 answers)**

• ☒

Set expectations on send frequency and schedule.

(Correct)

• ☐

Ask for detailed demographic information.

• ☐

Automatically opt-in all new customers.

• ☒

Tell customers why they want to receive NTO emails.

(Correct)

• ☒

Use explicit opt-in for any new web sign-ups.

(Correct)

## Explanation

It is important to set frequency expectations early and to use explicit opt-ins to avoid email bounces and unsubscribes. It is also important not to ask for detailed demographic information when FIRST acquiring new subscribers as this will deter them from giving you basic information.

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Question 42: **Correct**

**A consultant is deliberating on whether to advise their customer to use Data extensions or Lists to house their data. The consultant recommended data extensions - which three considerations did the consultant take into account when recommending data extensions? (Choose 3 answers)**

• ☒

The company will be using Journey Builder

(Correct)

• ☒

The company needs flexible data storage

(Correct)

• ☐

The company has fewer than 15 data points.

• ☒

The company is storing product and store data.

(Correct)

• ☐

The company has fewer than 250,000 subscribers.

## Explanation

DEs provide flexible data storage models as oppose to lists. DEs are also recommended when intending to store 500,000+ subscribers, making D incorrect. Lastly, Journey Builder can only use DEs, not lists.

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Question 43: **Correct**

**Which feature should be used when attempting to target members based on their engagement with an email rather than their profile attributes?**

• ☐

Group Refresh

- ☐

SQL Query Activity

- ☒

Engagement Split

(Correct)

- ☐

Email Send Report

### Explanation

An Engagement split is used when attempting to segment subscribers and members based on their behaviour towards specific sends, rather than their attributes (where you would use SQL or data filters).

---

Question 44: **Correct**

**A marketer is completing a Send Preview based on a pre-deployment checklist.**

**What task is validated during the Send Preview?**

- ☐

Identify phrases like "click here" or "Free!" that could be marked as spam.

- ☐

Ensure subscribers have not unsubscribed or are undeliverable.

- ☒

Confirm that each content area specified in the dynamic content rules exists.

(Correct)

- ☐

Ensure subscriber status at the time of send is Subscribed or Bounced.

### Explanation

Content detective is used to identify phrases that could be marked as spam, not preview. Send preview does not ensure subscribers are active or subscribed to the list, but checks if the content populates the correct content based on their attributes and preferences.

---

Question 45: **Correct**

**When purchasing a new IP address in order to serve a different purpose, it is important to specify clearly which IP address is used for what (e.g. retail vs corporate) - which feature would allow the Marketing administrator to accomplish this task?**



Delivery Profile

**(Correct)**



Sender Profile



Send Definition



Send Classification

#### **Explanation**

Delivery profile is used to specify which IP address is used depending on the purpose of the email. Sender profile specifies the email address and from name rather than the IP address. Send classification does both and also specifies whether the email is commercial or transactional in nature, however, the question does not request this as delivery profile is sufficient.

Question 46: **Correct**

**A marketer is designing email for mobile devices.**

**Which three design best practices would the marketer use? (Choose 3 answers)**



Design with the most important content at the top.

**(Correct)**



Stack the content in a single column.

**(Correct)**

• ☐

Use image-based text for hero graphics

• ☒

Keep content simple and direct.

(Correct)

• ☐

Cut content to make the message fit above the fold.

#### Explanation

When designing for mobile devices, it is important to stack the content on the top and in a single column granted the navigational system of a mobile device is scroll-intensive in nature. It is also important to keep the content simple and direct since the small screen can only deliver so much content.

Question 47: **Correct**

**A marketing team leverages a master customer shared data extension to house pivotal data on their customers. The marketers would like to make the information within this data extension available to some business units, but not to others. What can the marketing team utilise to restrict this information from certain business units?**

• ☐

Date/Time Range for Access

• ☐

Data Extension Sharing Rules

• ☐

Manage Data Extension Policies

• ☒

Shared Data Extension Permissions

(Correct)

#### Explanation

Data Extension Permissions is a tool to control business units access to shared data extension in Email Studio. By checking the box next to a permission, you can enable or disable that permission.

Question 48: **Correct**

**A marketing team sends order confirmations to customers who have made online purchases. Which feature should the marketing team leverage in order to meet the "Transactional" CAN-SPAM requirements?**

☐

Send Profile

☐

Send Definition

☒

Send Classification

**(Correct)**

☐

Delivery Profile

**Explanation**

In order to configure the nature of the email (whether transactional or commercial), send classification must be configured.

Question 49: **Correct**

**A marketing team is currently sending out a welcome email once a customers make a purchase as part of their onboarding series. The marketing team, however, would like to determine if one, two, or three welcome emails would result in higher click through rates and engagement. How would the marketing team most effectively accomplish this task?**

☒

Journey Builder using a Random split with three branches.

**(Correct)**

☐

A series of A/B tests to determine the number of emails.

☐

Automation Studio with three separate Welcome automations.

- ☐

Journey Builder using a Decision Split with three branches

### Explanation

This is the perfect use of a journey builder to segment subscribers via email sends, however, it is important to segment with three branches using a random split since the split is not dependent on their behaviour (decision split). B & C would require extra configuration and email development which is not as effective as utilising journey builder.

Question 50: **Correct**

**Which two requirements should a marketer employ when attempting to configure a CAN-SPAM compliant unsubscribe mechanism? (Choose 2 answers)**

- ☐

Process every individual's unsubscribe request within 14 business days.

- ☐

Ask the subscriber to log in to the Profile Centre to confirm opt-out.

- ☒

Include an unsubscribe link in the header or footer of emails.

**(Correct)**

- ☒

Ensure opt-out mechanisms are operational for at least 30 days post-send.

**(Correct)**

### Explanation

According to CAN-SPAM, you must process unsubscribe requests within 10 days, you also cannot require a subscriber to log in anywhere to opt-out of a mailing list.

Question 51: **Correct**

**A marketer wants to delete subscribers from a data extension if the records are older than 30 days.**

**How should the marketer accomplish this task?**

- ☐

Set a reminder in the Campaign Calendar each day to manually delete the records from the data extension.

- ☐



Use the Mass Delete Wizard to automatically delete any records older than 30 days from the data extension.



Set Data Retention in the Properties of the data extension to delete records older than 30 days.

(Correct)



Use the Import Activity in Automation Studio and select the delete records option for the specified timeframe.

### Explanation

Data retention settings are default off when creating a data extension, however, when turned on, a marketer can determine the criteria for when a record is to be deleted within the DE, which can be time-based.

Question 52: Correct

**What tool is recommended to render personalisation strings, AMPscript and dynamic content in an email message before sending it to a subscriber?**



List Detective



Send Flow



Test Send



Preview and Test

(Correct)

### Explanation

Preview is used to determine if dynamic content pertaining to personalisation strings and AMPscript populates correctly as you can cycle through a data extension to observe how the email will render in the eyes of each and every subscriber.

Question 53: Correct

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?

☐

Create a Test data extension that contains the five content variations the two team members need to validate.

☐

Enter the email addresses to receive proofs and then choose to send "Based on Subscriber Preview "myTestData".

☐

Enter the email addresses to receive proofs and then select the specific records from a list or data extension whose rendering should be sent.

☒

Choose data extension of contacts and then choose to send "Based on Recipient Test Data Extension".

(Correct)

#### Explanation

In this scenario it is important to utilise a test data extension specific to the proofs. A may seem logical, however, the question specifies a data extension was already created and includes the proofs.

Question 54: **Correct**

**A marketer sends an email to a sendable data extension. The data extension has a subscriber relationship that matches Customer\_ID on the data extension to Subscriber Key on the All Subscribers List.**

**What is a true statement regarding the default email send behaviour for a pre-existing subscriber?**

☐

The email will be sent to the Subscriber Key on the All Subscribers List.

☐

The email will be sent to the field marked as the Primary Key.

• ☐

The email will be sent to the email addresses stored on the data extension.

• ☒

The email will be sent to the email addresses stored on the All Subscribers List.

(Correct)

#### Explanation

Although the email was sent to the data extension, if the customer\_id matches the subscriber key on the all subscribers list, the mail address and all the data stored within the all subscribers list will be utilised rather than the data stored in the DE.

Question 55: **Correct**

**Which tool within Email Studio enables a marketer to save and execute a send manually?**

• ☐

Send Activity

• ☒

User-Initiated Email

(Correct)

• ☐

Send Flow

• ☐

Guided Send

#### Explanation

A user-initiated email is the optimal way to configure an email send to be used for later sends. Guided sends and send flow are simpler one off send activities.

Question 56: **Correct**

**A marketer needs to import a text file and does not have access to the account's Enhanced FTP site.**

**What is the recommended way to import the data?**

• ☐

Data Extract Activity Interaction

• ☐

Import Activity Interaction

• ☐

Manual Data Filter Refresh

• ☒

Import Subscriber Wizard

(Correct)

#### Explanation

A marketer cannot utilise import activity interactions without having access to the FTP account. A refresh will not import data, making C incorrect, nor would a data extract import data, making A incorrect.

Question 57: **Correct**

**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 FTP. The import has failed and the error message displayed reads: "File Not Found".**

**Which two steps should resolve the issue? (Choose 2 answers)**

• ☒

Ensure the name of the file in the Import Activity matches the file name on the FTP.

(Correct)

• ☐

Change the File format from "comma separated value" to "tab delimited."

• ☒

Ensure the file to be imported is the Import Folder on the Enhanced FTP.

(Correct)

• ☐

Use the Import Wizard to point to rename the file on the FTP.

#### Explanation

Unfortunately, when importing a file, there is no drop-down option to select the file, therefore, when typing in the name of the file, it is important to be exact otherwise the file

will not be found. It is also unnecessary to change the file from comma separated values to tab delimited as the file type is sufficient either way since both file types are delimited.

Question 58: **Correct**

**When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? (Choose 3 answers)**

☒ Save the report as a Snapshot.

Save the report as a Snapshot.

**(Correct)**

☐ Text a link to the report.

Text a link to the report.

☐ Notify the manager with a pop-up.

Notify the manager with a pop-up.

☒ Email the report.

Email the report.

**(Correct)**

☒ Save the report to an FTP folder.

Save the report to an FTP folder.

**(Correct)**

#### **Explanation**

When sharing reports, you can either take a snapshot of the report, email it or save the file to an FTP folder - you cannot take control of your manager's computer and elicit a pop up, or text a link to the report since the report's storage is not web-page based.

Question 59: **Correct**

**What single place in Content Builder would a marketer store CSS used in several Paste HTML Templates?**

☐ Script Activity

Script Activity

☒ Code Snippet

Code Snippet

(Correct)

- ☐

Free Form Code Block

- ☐

Style Block

**Explanation**

The code snippet tab in HTML view contains the CSS which can be used for multiple Paste HTML templates.

---

Question 60: **Correct**

**A marketer is using list-based sending and wants to segment subscribers who have a value of "EMEA" in the Region Attribute.**

**What tool will produce this audience?**

- ☒

Filters

(Correct)

- ☐

Send Flow

- ☐

Audience Builder

- ☐

SQL Query Activitiy

**Explanation**

A simple filter is sufficient in this scenario since the data is stored within the one list/DE and it is merely an attribute being filtered/segmented rather than a proximity.