Question 1: **Correct**
Which send configurations/types require an "approved" status prior to the email being permitted to be sent? (Choose 3)

- ☑

  A/B Tests

  (Correct)

- ☐

  Test Sends

- ☐

  Send Previews

- ☑

  Triggered Sends

  (Correct)

- ☑

  Scheduled Sends

  (Correct)

Explanation

Test sends do not require approvals as they are not going to actual subscribers, nor does send previews as the email is not being sent to anyone for that matter. Answers A, D and E are the only configuration where emails are being sent to live/active subscribers.

Question 2: **Correct**
A marketer wants to ensure that the email addresses within their lists are valid, alongside this, the marketer will also like to make sure customers on a list are positive they want to be subscribers, how would a marketer go about accomplishing this task?

- ○

  Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number

- ○

Configure Web Collect to return an error message for any email address that does not conform to standard conventions

○

Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks

◉

Create a double opt–in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect

(Correct)

Explanation

It is email marketing best practice to acquire double opt-in email confirmation in order to verify the emails addresses being sent to. This ensures that lower bounce rates will further ensure your IP address and domain becoming blocked by ISPs (Internet Service Providers)

Question 3: **Correct**
A marketer would like website visitors to have the option to opt-into specific publications in order to receive email promotions, alongside this, the marketer would also like the website visitors to have access to their profile information in order to make changes? Which tool should be used?

○

Data Filter

○

Subscriber Group

○

Send Log

◉

Web Collect

(Correct)

Explanation

Website visitors do not have access to data filters or send logs as those are internal tools/data. Subscriber groups do not allow subscribers to choose with publications they would like to be subscribed to, but is rather a segment.

Question 4: **Correct**

What is the optimal way to manage unsubscribes based on communication type granted that all subscribers are stored within a single master data extension?

○

Create separate lists or data extensions for each communication type, and create a filter to segment subscribers into the applicable lists or data extensions

○

Create suppression lists for each communication type, and associate the suppression list with the email in the user–initiated send definition

○

Create a profile attribute or data extension field for each communication type, and use a boolean value to capture subscriber status

◉

Create publications lists for each communication type, and associate the publication list with the email send in the user–initiated send definition

(Correct)

Explanation

A publication list helps you manage how subscribers receive several different categories of emails or SMS messages. For example, send newsletters, advertisements, and alerts. Each of these is a different category, so create a separate publication list for each category.

Question 5: **Correct**

A marketing practice would like to create mobile friendly emails. The company has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

○

Web Paste

○

Text only

○

Template Based

- ◉

HTML Paste

(Correct)

Explanation

With HTML Paste, you create the email by pasting and editing HTML code. You can either create HTML code directly in the application or paste HTML from an external editor.

Question 6: **Correct**
Which three features belong to Automation Studio? (Choose 3 answers)

- ☑

Send Email

(Correct)

- ☑

Wait Activity

(Correct)

- ☑

Transfer File Activity

(Correct)

- ☐

A/B Test Send Activity

- ☐

Triggered Send

Explanation

A triggered send is a send activity within email studio, whilst an A/B test send does not require automation studio as the process is already quite automated (choose test segments then have the system automatically send the winning version). You can, however, send emails via automation studio, employ wait activities within an automation workflow to allow for customer engagement with the sent email, and lastly, employ transfer filer activities in order to export a file from your FTP's safehouse to your desktop.

Question 7: **Correct**
What benefit is there in marking an attribute as hidden from customers?

○

The attribute is not available for CAN–SPAM compliance

◉

The attribute is not available to subscribers on the Profile Centre

(Correct)

○

The attribute is not available to store data

○

The attribute is not available to other users in the account

Explanation

All demographic attributes are CAN-SPAM compliant depending on how you use the data. An attribute can still store data if it is marked as hidden from the customers as you can still upload data into the data extension or list. Marking an attribute as hidden does not hide it from internal MC users. Making all other answers incorrect but "The attribute is not available to subscribers on the Profile Centre".

Question 8: **Correct**
Which send configuration within email studio can leverage sender profiles? (Choose 3 answers)

☐

Test Sends

☑

Guided Sends

(Correct)

☑

Triggered Sends

(Correct)

- ☑

User-Initiated Sends

(Correct)

- ☐

Simple Automated Sends

Explanation

Test sends are using to test the dynamic content has populated depending on subscriber preferences, so there is no need for a sender profile. Whilst, simple automated sends do not use send classifications or sender profiles as well.

Question 9: **Correct**
A marketing team needs to ensure that "Valued Customer" appears in place of their %%First Name%% personalisation string incase no data exists for that subscriber within the data extension. How can the marketer accomplish this task?

- ◉

Make "Valued Customer" the Default Value for the First_Name field

(Correct)

- ○

Fill in the source data with "Valued Customer" for each blank First_Name field

- ○

Mark First_Name as the Primary Key

- ○

Ensure the Nullable box is not checked for the First_Name field

Explanation

It is email marketing best practice within salesforce Marketing cloud to use default values incase an attribute is missing data. However, you would not use this with birthdays or addresses as it does not make sense, but specifically, first names, last names and aliases.

Question 10: **Correct**
A marketing team would like to configure an email send in order for the email to be used in an automated weekly campaign within automation studio, how would they accomplish this task?

- ○

Test Send

- ◉

User–Initiated

(Correct)

- ○

Guided Send

- ○

Send Preview

Explanation

A guided send is used for a one off send to a DE or list. Whilst, test sends and send previews are not send configurations that lead to emails being sent to subscribers, but are merely used to test the population of dynamic content.

Question 11: **Incorrect**

A marketer currently sends the same promotional offer every week to new subscribers added to the data extension. How would the marketer go about making this process more effective?

- ○

A Transactional Send Classification

- ○

A Simple Send Email

- ◉

A recurring Send Schedule via Guided Send

(Incorrect)

- ○

A User initiated Email

(Correct)

Explanation

As mentioned previously, a guided send is used as a one off send, just as a simple send as well. A user initiated email can make this process more effective as you can save email send configurations (target audience, etc) and execute them over and over again with one simple click.

Question 12: **Correct**

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

☐

The import activity is under Subscribers in the Email Application

☑

An import activity can be executed manually

(Correct)

☐

The file for an import activity can be on a desktop computer

☑

The file for an import activity must be placed in a folder on a FTP site

(Correct)

☑

An import activity can be used in an automation created in Automation Studio

(Correct)

Explanation

You can most definitely conduct import activities without automation studio. A file will always be placed in the FTP whereby you can use a file transfer activity to move it elsewhere. An import activity can also be used within automation studio where a file can be imported based on a schedule or when a file is dropped within the FTP.

Question 13: **Correct**

A marketing team would like to leverage Smart Capture to acquire new subscribers. The marketing team would also like to send a follow-up welcome email. What action should the marketer take when configuring the smart capture form and how would they send the follow-up email? (Choose 2 answers)

- ☑

  Add to Data Extension

  (Correct)

- ☐

  Add a new subscriber to a list

- ☑

  Send the email via Triggered Send

  (Correct)

- ☐

  Refresh the data filter

  Explanation

  It is important to specify where the data acquired from a smart capture form will be stored, otherwise, the smart capture form will be useless when attempting to configure any activities/emails off that send, such as a triggered email to send a follow-up welcome email.

Question 14: **Correct**

Which three statements are true features/purposes for leveraging Subscriber Key? (Choose 3 answers)

- ☐

  Subscriber Key and Primary Key are interchangeable terms

- ☑

  Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value

  (Correct)

- ☑

Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship

(Correct)

- ☐

Subscriber Key determines what update types will be available when importing data

- ☑

Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address

(Correct)

Explanation

To summarise the three answers, the main purpose for a subscriber key is to uniquely identify subscribers so that: no duplicate data exists within your DEs or lists and you don't accidentally send the same email to the same subscriber. You can choose whichever attribute you'd like to be the subscriber key (as this is determined by the customer/company utilising marketing cloud), however, it is recommended the email address or a customer ID is used. A primary key is not interchangeable with a subscriber key, as a primary key's purpose is to uniquely identify ROWS of data rather than individual subscribers.

Question 15: **Correct**

A marketing team would like the From Name of a monthly promotional email send to be mapped to a specific marketing cloud user. Which feature would allow them to accomplish this task?

- ○

Can–SPAM classification

- ○

Delivery Profile

- ○

Content information

- ○

Sender Profile

(Correct)

Explanation

A sender profile is used to identify the From Name used for the email, as well as the From Address which is most commonly used to ensure the customer does not feel like they are receiving a computer-initiated email.

Question 16: Correct
What type of email send configuration should be used when sending email order confirmations?

- ○

Test Send

- ○

Guided Send

- ○

Triggered Email

(Correct)

- ○

User-Initiated Email

Explanation

A triggered email should be used when configuring email sends that are transactional in nature, such as confirming an order or sending shipping notifications about a package to be sent. Triggered emails are essentially emails dependent on a customer's engagement with your company.

Question 17: Correct
Which tool should a marketing team be leveraging when attempting to capture website visitors information and providing them with the option to make updates to their profiles and publication preferences?

- ○

Web Collect

(Correct)

- ○

  Send Log

- ○

  Subscriber Group

- ○

  Data Filter

Explanation

Smart Capture forms are utilised to capture information and store it in a DE or list, whilst web collect is used when information is subject to change, i.e. preferences, attributes, etc.

Question 18: **Correct**
Which tool is imperative when attempting to code responsive email designs?

- ●

  CSS3 @media Queries

  (Correct)

- ○

  HTML Paste

- ○

  Span Tags

- ○

  Anchor Tags

Explanation

The @media rule is used in media queries to apply different styles for different media types/devices. Media queries can be used to check many things, such as: width and height of the viewport.

Question 19: **Correct**

A marketer is attempting to design an email which is best suited for mobile devices.

Which three methods should the marketer employ to accomplish this task? (Choose 3)

- ☑

  Place the most important content at the top of the email

  (Correct)

- ☐

  Cut down on content

- ☑

  Keep content simple and direct

  (Correct)

- ☐

  Utilise a two-column design

- ☑

  Utilise a single column design

  (Correct)

Explanation

Since mobile devices have small screens, it is important to keep content simple and direct granted that it's not easy to read large blocks of text on a small device, however, you should not cutting content is not the solution. Instead, utilise a single column design which will enable the text size to be larger. Alongside this, it is best practice to place the most important content at the top of the email so this is read first.

Question 20: **Correct**

What are three of the most important concepts in optimised email design? (Choose 3)

- ☐

  Include an unsubscribe button

- ☐

  Segment the email's target audience

- ☑

  Build email templates with HTML Paste

  (Correct)

- ☑

  Included personalisation and dynamic content

  (Correct)

- ☑

  Ensure the email renders well on mobile apps

  (Correct)

  Explanation

  It is important to build emails with personalisation strings and dynamic content to optimise the suitability of the design of the email, alongside this, the mobile must render well on multiple devices, not just a desktop. Lastly, an email can be well made without HTML paste, however, HTML paste can allow a marketer to provide greater customisation and personalisation.

Question 21: **Correct**

A marketer is importing a batch of new subscribers obtained from a campaign to the same data extension they've been using to collect subscriber info, how can the marketer ensure only new records are added? (Choose 2)

- ☐

  Select the update type Overwrite

- ☑

  Select the update type Add Only

  (Correct)

- ☐

  Select the update type Add and Update

- ☑

Ensure that the data extension contains a primary key

(Correct)

Explanation

In order to only add new records, the marketer must select the 'add only' option so no records are overwritten. Alongside this, in order to identify new records, the data extension must contain a primary key as the primary key serves as a way to uniquely identify rows of data, so no duplicates are created during the import process.

Question 22: **Correct**
Which method of storing data allows for a company to store greater than 500,000 records, conduct data extension audience segmentation, as well as having the option to import data quickly?

- ○

Active Audiences

- ○

Lists and Data Extensions

- ○

Data Tables

- ◉

Data Extensions

(Correct)

Explanation

It is optimal to use data extensions when storing more than 500,000 records (lists can be used 500,000-), also, data extensions have faster importer speeds than lists. Both lists and DEs can be used for extension audience segmentation, however, grabbing data from multiple DEs and combining them into a single DE is much easier.

Question 23: **Correct**
A marketer is building a highly personalised email which would need a highly personalised audience. How would the marketer go about merging data from multiple data extensions into a single data extensions in order to exclude an undesired population and acquire a specified population?

- ○

  File Triggers

- ○

  Data Filters

- ○

  Filter Activity

- ⦿

  Query Activity

  (Correct)

  Explanation

  Filters cannot acquire and merge information from multiple sources - if it were a single data extension, a filter could be used, however, since the data is coming from multiple data sources, query activity must be used.

Question 24: **Correct**
A parent company utilised a Master Subscriber list in a shared data extension to store much of their subscriber's information. A subsidiary of the company has requested access of that list in order to market to a specific subset of subscribers. How would the marketer go about providing access to that business unit/subsidiary, but not the others?

- ○

  Business unit access permissions

- ○

  Business unit access roles

- ○

  User roles and permissions

- ⦿

  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 25: **Correct**

A marketer has just created a sendable data extension and has linked the Customer ID fields as the Subscriber Key to leverage a unique identifier. What will the send status in all subscribers be associated with?

○

The Subscriber ID in a System Data View Table

◉

The Customer_ID field in the Data Extension

(Correct)

○

The Email Address Profile Attribute

○

The Email_Address field in the Data Extension

Explanation

Because the marketer linked the Customer ID field as the subscriber key, the status will be linked to the customer ID to ensure the email is sent to the correct subscriber, as well as avoiding sending the same email to the same subscriber.

Question 26: **Correct**

A marketer is about to send an email to a list, however, they would like to only send the email to subscribers who live in Sydney - this data is stored in the 'region' attribute. Which tool would the marketer use to accomplish this task?

○

Guided Send

○

Query Activity

- ◉

- ○

Audience Builder

Explanation

There is no need for a query activity as there is only one source of data (single data list) and it is derived from a single attribute, therefore, drag and drop segmentation (filters) can be used as opposed to query activities. Audience builder is used for more complex segmentations.

Question 27: **Correct**
A marketer would like to send an email to subscribers on a subscriber list who live within a 5km of Sydney CBD. Which tool would the marketer use to accomplish this task?

- ○

Query Activity

- ○

Data Filter

- ◉

Audience Builder

(Correct)

- ○

Send Classification

Explanation

Only the audience builder can be used to filter for this complex segmentation. Data filters and queries can filter on a more surface level, i.e. attributes. However, when attempting to filter for complex segmentations such as proximity, audience builder is the most effective tool.

Question 28: **Correct**
A marketing manager has requested an attribute named Gender be added to a subscriber list for promotional segmentation. What two options will assist the marketer in the configuration of the attribute? (Choose 2)

- ☑

  Select the data type as Text

  (Correct)

- ☐

  Use binary numbers to identify genders

- ☑

  Create restricted values

  (Correct)

- ☐

  Select the attribute as required

  Explanation

  Of course, the terms 'male' and 'female' are texts, therefore, the data type must be of the text type. Alongside this, it is important to create restricted values via a picklist for ease and to to avoid typos that may exclude subscribers when filtered for a specific gender

Question 29: **Correct**

A marketer needs to share specific report results with their manager. Which three methods can be used to share the report? (Choose 3)

- ☑

  Email the report to their manager

  (Correct)

- ☐

  Ping the report to their manager via a pop up on their screen

- ☐

  Print the report and hand in a hard-copy

- ☑

  Save the report to an FTP folder

  (Correct)

- ☑

Send a snapshot of the report

(Correct)

Explanation

The only three methods you can use to share reports is to email, save in an FTP folder or send the report as a snapshot - you cannot print the report or trigger a pop up once they log into marketing cloud.

Question 30: **Correct**
A marketer is sending an email to a data extension. Whilst configuring the data extension, the marketer linked the Customer ID field on the DE to the subscriber key in their All subscribers list. What will happen one the marketer sends the email to the DE?

- ○

The email will be sent to the Subscriber Key in All Subscribers

- ○

The email will be sent to the email address stored on the Data Extension

- ◉

The email will be sent to the email address stored in All Subscribers if a customer ID field is found to match a subscriber key

(Correct)

- ○

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

Explanation

In marketing cloud, although an email is being sent to a data extension, if the subscribers within that DE is found to match up to a subscriber within the All subscribers list, the information in that list will be utilised rather than the DE. Therefore, if the customer ID field is linked to the subscriber key in the All subscribers list, if a customer is found to match a subscriber key via their customer ID, their information within the All subscribers list will be utilised rather than their information within the DE (including email addresses and other attributes).

Question 31: **Correct**
A marketing manager would like to ensure that all emails configured by marketers follow the company's branding and logo guidelines, as well as having consistency in structure and text allocation. How would the marketing manager accomplish this task?

- ⦿

Email templates

(Correct)

- ○

Content blocks

- ○

HTML paste

- ○

Locked email-design

Explanation

Email templates is a sure fire way to create consistency within email design. Templates can also include colours and logos aligned and allocated anywhere in the email and saved for future use so that any marketer can simply add their own content in. Content blocks may seem like the correct answer, however, it is incomplete.

Question 32: **Correct**
A marketer would like to grow their subscriber base and acquire potential customers. How could the marketer accomplish this task?

- ○

Purchase a list of subscribers

- ○

Require customers to provide an email address before accessing their website

- ⦿

Promote content on social media channels that require an email address opt-in

(Correct)

- ○

Purchase a list of customers

Explanation

It is not best practice to purchase lists as these individuals may not want to receive your emails, which may result in a high spam complaint rate, as well as a high bounce rate

since the emails are not verified. One of the best ways to acquire subscribers is to promote content on social media and require email addresses for promotional content as this will entice the subscriber and result in an opt-in.

Question 33: **Correct**

A marketer wants to automate the overwrite process of the content within a data extension on a weekly basis. How would the marketer accomplish this task using automation studio?

- ○

  Create an Import Activity and execute it every Friday

- ○

  Create an import activity using the Import Wizard in the Email Application

- ○

  Create an import using the Import Wizard in Automation Studio

- ◉

  Create an Import Activity to use in a workflow in Automation Studio

  (Correct)

Explanation

True, an import activity can be executed manually, however, the question specifies that the process needs to be automated - ruling out the answer of executing an import activity every Friday. Regarding the other two answers, the import wizard cannot be used to accomplish this task. It is best practice to create an import activity and include it in an automation.

Question 34: **Correct**

A marketer would like to use personalisation strings to create dynamic content in their emails. What three things should the marketer understand in order to most effectively utilise this functionality? (Choose 3)

- ☐

  Personalisation strings are case sensitive

- ☑

  Personalisation strings are noted by two sets of double percent symbols

  (Correct)

- ☑

  Personalisation strings can appear in the subject line or body of the email

  (Correct)

- ☑

  When using subscriber data, the attribute or field should have a default value

  (Correct)

- ☐

  Personalisation strings are limited to profile attributes

  Explanation

  Personalisation strings are in fact encases by two sets of double percent symbols. You can use personalisation strings in the subject, header, pre-header or the body of an email. It is best practice to assign a default value to a field which you plan on referencing with personalisation strings, so that, if there is no value/data in the field for a specific customer, the email will not contain empty/blank spaces (e.g. "valued customer" for first name).

Question 35: **Correct**
An amateur marketer is tasked with creating an email for an emerging campaign. Which two methods can the marketer utilise to create the emails? (Choose 2)

- ☑

  Email Templates

  (Correct)

- ☐

  Text Blocks

- ☑

  HTML Paste

  (Correct)

- ☐

  Image Blocks

Explanation

Although text blocks and image blocks seem like the correct answer, these answers fall under content builder, which in turn, falls under email templates. HTML paste is of course, the second way to create emails

Question 36: **Correct**

A marketer is currently cleaning a data extension of un-wanted data. The marketing manager has requested that the marketer places all the old un-wanted data in the same format into another data extension for archival. What is the first step to accomplishing this task?

- ○

Create a new data extension

- ◉

Create a data extension from existing

(Correct)

- ○

Export the data into a csv file

- ○

Utilise the Import Wizard to transfer the data over

Explanation

Granted that it was requested the data be transferred over into another data extension in the exact same format, the first step would be to create another data extension from the existing data extension which will save a lot of time when configuring the attributes.

Question 37: **Correct**

A marketing team needs to narrow down millions of data extension records based off of eCommerce order details in order to create and target appropriate segments. How can this most effectively be achieved?

- ○

Data Extract Activity

- ○

Audience Builder

- ⦿

Drag and Drop Segmentation

(Correct)

- ○

Profile Attributes

Explanation

Audience builder could've been used in this scenario, however, it is much easier to utilise drag and drop segmentation/filters for less complex scenarios such as the above.

Question 38: **Correct**
A marketer is attempting to write an effect subject line for an upcoming email send. What are two things the marketer can do to increase the effective of the subject line? (Choose 2)

- ☑

A/B test the effectiveness of different subjects

(Correct)

- ☑

Include information relevant to the message in the subject line

(Correct)

- ☐

Include "RE:, "FWD:" "etc." to get reader's attention

- ☐

Keep the subject text between 50 to 100 characters long

Explanation

It is important to A/B test content areas when you can, particularly subject lines as this determines whether your email is opened or not. Alongside this, it is CAN-SPAM compliant that your subject line aligns with the content within your email. It is important not to include phrases such as "RE" and "FWD" in your subject lines for mass emails as this is a known spam trigger.

Question 39: **Correct**
A marketer wants to ensure that a first name and last name are always included when importing new subscribers into their master data extension. How can this task be accomplished?

- ○

Assign default values to the First and Last Name

- ○

Import the Subscriber's data with personalisation strings in place of the First and Last Name

- ◉

Ensure the Nullable property is unchecked for the First Name and Last Name columns

(Correct)

- ○

Make the First Name and Last name columns Primary Keys

Explanation

By ensuring the nullable property is unchecked for the first and last name columns, data will not be allowed to enter during an import if these fields are not populated.

Question 40: **Correct**
What happens when a disgruntled subscriber selects the "one–click unsubscribe" link in the email you just sent from one of your publication lists?

- ○

The subscriber is automatically redirected to the subscription centre to unsubscribe from publications

- ○

The subscriber is automatically unsubscribed from All Subscribers at the enterprise level

- ○

The subscriber is automatically unsubscribed from the business unit from which the send originated

- ◉

The subscriber is automatically unsubscribed from the list from which the send originated from

(Correct)

Explanation

According to CAN-SPAM compliance documentation, the "one-click unsubscribe" link at the footer of an email must automatically unsubscribe the subscriber from the publication the list the email came from. You cannot redirect them to the subscription centre as that is not a "one-click unsubscribe", nor is the subscriber unsubscribed from the all publications as that is known as the " master unsubscribe" button. The third answer is also incorrect as you cannot subscriber to business units, but publications, newsletters and so forth.