Question 1

A marketer at Northern Trail Outfitters must design a targeted email campaign for the company's new winter offerings. What email best practice should be used?

Options:

A- Limit the email text to 250 words.

B- Send to the entire subscriber base.

C- Personalize the email content.

D- Use an infographic email template.

Answer:

C

Question 2

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3 answers

Options:

A- Wait Until

B- Query Activity

C- Decision Split

D- Post to Facebook

E- Send SMS

Answer:

A, C, E

Question 3

A customer leverages transactional messages to send order confirmations. What type of message should be used in this situation?

Options:

A- Test Send

B- User-Initiated Email

C- Send Flow

D- Triggered Email

Answer:

D

Question 4

Question Type: **MultipleChoice**

Northern Trail Outfitters wants to send shipping email notifications to members, Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.

Which solution could be used to achieve this?

Question 5

Question Type: MultipleChoice

A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable.

Why would the marketer be unable to configure a holdback audience?

Options:

A- The Journey is a one-time scheduled send.

B- Holdback audiences are only available for A/B Tests.

C- The journey is scheduled to repeat.

D- Holdback audience cannot be used for subject lines tests.

Answer:

D

Question 6

Question Type: MultipleChoice

A marketing manager is looking at the Tracking Overview Tab from a send to an audience of 1000, where the Total Opens are 1000, but the Unique opens are 100. They are excited about having a 100% open rate.

What should they know about Total Opens?

Options:

A- Total opens indicates how many subscribers opened the email.

B- Total opens includes every time the email was displayed with images.

C- Total opens w a great indicator of campaign success.

D- Total opens may not include email clients that render email with images off.

Answer:

B

Question 7

Question Type: **MultipleChoice**

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

Options:

A- Responsive Design

B- Desktop-centnc Design

C- Static Design

D- Mobile-aware Design

Answer:

D

Question 8

Question Type: **MultipleChoice**

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

A- The email address and Subscriber Key will be added to the All Subscribers List.

B- The subscriber will be added to the All Subscribers List with a status of Active.

C- If the CustomerJD field does not exist on the All Subscribers List, the email send will fail.

D- The Primary Key and demographic data will be added to the All Subscribers List.

Answer:

A, B

Question 9

Question Type: **MultipleChoice**

A marketer wants to create a responsive email that will render correctly across all email clients.

What tool could they use?

Options:

A- Server Side JavaScript

B- AMPscnpt with grid-based layout

C- CSS3 media queries

D- GTL with tables

Answer:

A