Free Questions for Marketing-Cloud-Email-Specialist by dumpssheet

Shared by Hooper on 18-01-2024

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Question 1

Question Type: **MultipleChoice**

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 2

NTO wants to improve open rates. The email tracking team would like each of its campaign

to have an engaging firm name, what should the email team setup for each campaign.

Options:

A) Delivery profiles

B) Sender profile

C) Profile attributes

D) send flow

Answer:

B

Question 3

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which

two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

Options:

A) A From Name for each store location

B) A dynamic From Name that pulls in the store location

C) A new delivery profile that pulls in store location in the footer

D) A new send classification for holiday promotions

Answer:

B, D

Question 4

Question Type: **MultipleChoice**

A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants of to minimize the number of invalid email addresses on the

list, and add a level of security when using Web Collect functionality. What is the optimal way

to accomplish this task?

Options:

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

B) Configure to return an error message for any email address that does not conform to
standard conventions.

C) 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.

D) 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.

Answer:

B

Question 5

NTO just hired a new associate whose ...email is going to start creating and deploying the

companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which

two elements of the sent can be reviewed with approvals? Choose two answers

Options:

A) hyperlinks

B) from name

C) send count

D) subject line

Answer:

B, D

Question 6

Question Type: MultipleChoice

How can AMP script customize email messages?

A: Provide advanced content personalization

B: Insert responsive content based on the user's viewing device.

C: Automate the flow of creating email messages.

D: Automate the template creation process.

1. Northern Train Outfitters wants to display different content

areas based on the subscriber data.

What can be used to accomplish

this? Choose 2 answers

Options:

A) Profile Mapping

B) AMP script

C) Dynamic Content

D) Personalization Strings

Answer:

B, C

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