



**Free Questions for Marketing-Cloud-Email-Specialist by
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Question 1

Question Type: MultipleChoice

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

Options:

- A- Test Send
- B- Content Detective
- C- Subscriber Preview

Answer:

B

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement, NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

A)

`%%contactkey%%`

B)

`%%subscriberid%%`

C)

`%%memberid%%`

Options:

A- Option A

B- Option B

C- Option C

Answer:

B

Question 3

Question Type: MultipleChoice

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

Options:

A- Schedule report and email file to the director.

B- A Schedule report and email the link to download.

C- Schedule report to export as a web page.

Answer:

B

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

Options:

A- Path Optimizer

B- Google Analytics Audience

C- Einstein Engagement Scoring

Answer:

B

Question 5

Question Type: MultipleChoice

A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

Options:

- A- Use Journey Builder to build an audience using Ad Studio.
- B- Web Studio to capture Query parameters from social media link.
- C- Use an interactive form from email Studio to collect this information

Answer:

B

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

Options:

A- Verification Activity

B- Skip Automation

C- Wait Activity

Answer:

C

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

Options:

- A- Make the call-to-action button that links to the feedback form bigger and with red background
- B- Replace call-to-action with interactive Email Form
- C- A Salesforce Survey block called in by an AMPscript function.

Answer:

B

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used to import decrypted information to a data extension?

Options:

- A- Manager Files in File Transfer.
- B- Specify character encoding in import file.

C- Configure Field-Level Encryption in import file.

Answer:

A

Question 9

Question Type: MultipleChoice

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

Options:

A- Automation Studio > Activities

B- Content Builder > Recent Sends

C- Email Studio > Overview

Answer:

C

Question 10

Question Type: MultipleChoice

Northern TV-ail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number series was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com".

Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

Options:

A- Bounce Mail Management

B- Auto-Suppression Lists

C- List Detective

Answer:

C

Question 11

Question Type: MultipleChoice

A marketer is using Preview .. 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?

Options:

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

Answer:

B

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