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Question 1

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

Options:

A- Journey Builder and Behavioral Triggers

B- Automation Studio and Path Optimizer

C- Automation Studio and Journey Builder

Answer:

C

Question 2

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

Options:

A- Edit the fields in the synchronized data source.

B- Create a new data extension with the new fields.

C- Create a data filter that includes the new fields.

Answer:

A

Question 3

Question Type: MultipleChoice

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension?

Options:

A- Select the 'Use for triggeredsend' checkbox.

B- Include Subscriberkey and Emailaddress field as primary key.

C- Create from template and choose triggeredsend template.

Answer:

B

Question 4

Question Type: **MultipleChoice**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

A- Copy the filtered data extension and add additional filter criteria.

B- Use the Split option to temporarily add additional filter criteria.

C- Copy the data filter and build a new data extension with additional filter criteria.

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

Options:

A- Single Send

B- Multi-Step

C- Transactional Send

Answer:

C

Question 6

Question Type: MultipleChoice

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

Options:

A- Einstein Engagement Frequency

B- Send Throttling

C- Sender Authentication Package

Answer:

B

Question 7

Question Type: **MultipleChoice**

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

Options:

A- A nightly automation with a filter activity

B- A verification step In the send automation

C- An approval process for sending

Question 8

Question Type: **MultipleChoice**

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

Options:

A- Increase the frequency of email sending to boost engagement.

B- Broaden segmentation criteria to reach more diverse audiences.

C- Scale back sending for specific ISPs until the issue subsides.

Answer:

C

Question 9

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

Options:

A- Add complementary SMS campaigns.

B- Create more focused segmented lists for messaging.

C- Focus on action-driven subject lines.

Answer:

A