Question 1

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

Options:

A- Enhanced Dynamic Content Blocks

B- AMPscript Search Functions

C- Personalization Strings

Answer:

C

Explanation:

Personalization Strings can be used to build the level of personalization into the email that Northern Trail Outfitters is looking for.
Personalization Strings allow marketers to access data from multiple data extensions within a single email. The data can then be used to

Question 2

Question Type: **MultipleChoice**

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.

Which feature should NTO use?

Options:

A- Einstein Copy Insights

B- Einstein Content Selection

C- Enhanced Dynamic Content

Answer:

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design.

Which best practice should NTO employ?

Options:

A- Reduce line spacing to fit more content on the screen and reduce scrolling.

B- Remove role='presentation' from layout tables to support assistive technologies.

C- Increase the font size (over 16pt) to make the content easier to read.

Answer:

B

Question 4

Northern Trail Outfitters uses an automation to process and report sales agents' weekly data extensions. All sales agents' data is needed for the automation's created report to be correct. Some agents have not been creating their data extensions in time.

Which step prevents the automation from completing the automation instance and delivering an inaccurate report?

Options:

A- Data Extract Activity

B- Verification Activity

C- Wait Activity

Answer:

B

Question 5

Question Type: **MultipleChoice**

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

Options:

A- Save the data extension in the Test Folder.

B- Create the data extension as 'Is Testable'.

C- Associate the data extension to the Campaign.

Answer:

B

Question 6

Question Type: MultipleChoice

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

Options:

A- Content Detective

B- Test Send

C- Send Preview

Answer:

B

Question 7

Question Type: **MultipleChoice**

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

Options:

A- Einstein Copy Insights

B- Einstein Email Recommendations

C- Einstein Messaging Insights

Answer:

A

Question 8

Question Type: **MultipleChoice**

A marketing team uses email templates as a means to create a consistent style guide. The team has recently updated the primary template to coincide with company-wide rebranding; however, content approvers are reporting they are not seeing the new changes reflected.

Which step needs to be completed?

Options:

A- The email must be recreated using the updated template.

B- 'Update Email Now' needs to be applied to each email.

C- The template must be approved before updates are reflected.

Answer:

B