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Essentials for Marketing Cloud Email Marketers

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QUESTION 1

What is a personalization string?

A. A snippet of text that inserts subscriber attributes into an email

B. An automated way of scraping a website for content to populate inside of an email

C. The snippet of text at the top of the email that is visible before an email has been opened

D. A content area that will display based on a subscriber attribute

Correct Answer: A

QUESTION 2

A 15-person management team wants to review test emails built in Email Studio prior to live deployment based on content that is personalized for them, but is clearly noted as a test email. What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

A. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.

B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.

C. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.

D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Correct Answer: C

QUESTION 3

Which feature would a marketer use to build a Send Classification? (Choose 2)

A. Custom Profile Center

B. Delivery Profile

C. Reply Mail Profile

D. Sender Profile

Correct Answer: B

QUESTION 4

How can you tell the marketing cloud that an email is commercial or transactional?

A. Check the commercial email checkbox

B. Check the Transactional checkbox

C. Associate a commercial send classification to the email

D. Associate a transactional send classification to the email

Correct Answer: CD

QUESTION 5

Other than an image a file must be XX MB or less in size?

A. 5MB B. 25 MB

C. 1 MB

D. 1 KB

Correct Answer: C

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