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Essentials for Marketing Cloud Email Marketers

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QUESTION 1

A marketing team needs to narrow down a customer population of several million subscribers based on eCommerce order details, and rapidly explore the data to find appropriate segments. How can segmentation with this scenario be accomplished?

A. Data Extract Activity

B. Audience Builder

C. Drag and Drop Segmentation

D. Profile Attributes

Correct Answer: B

QUESTION 2

A local craft store is implementing Marketing Cloud and will be using lists to store their subscriber data. Which two types of data can subscribers easily update via the default Profile Center? (Choose two.)

A. Order History

B. Email Address

C. Data Extension Fields

D. List Attributes

Correct Answer: BD

QUESTION 3

If you have more than 50,000 subscribers your test distribution should be what percent per condition?

A. 15%

B. 10%

C. 5%

D. 20%

Correct Answer: C

QUESTION 4

A marketer is using a list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. Which tool will produce the audience?

A. Audience Builder

B. Drag and Drop Segmentation

C. Query Activity

D. Guided Send

Correct Answer: B

QUESTION 5

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

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