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QUESTION 1

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

1.

Emails will be built using a custom dynamic template for these messages.

2.

Links will vary over time and across campaigns.

3.

Click activity will be cross-referenced with subscribers\\' regional markets on a master subscriber data extension.

4.

Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

A. AMPscript

B. SSJS

C. SQL

D. HTML

Correct Answer: A

QUESTION 2

A Marketing Cloud admin is asked by the marketing team to ensure a default Header and Footer be added to emails.

Where under Setup could this be created?

A. Content Builder Settings

B. Emails Studio Settings

C. Account Settings

D. Campaign Settings

Correct Answer: C

QUESTION 3

A customer has an eCommerce site and imports data into three data extensions daily:

Orders, Order_Details, and \\'Products.

The data extensions contain the following information:

1.

Orders: OrderId, CustomerID, OrderNumber, OrderDate, OrderTotal, GrandTotal

2.

Order_Details: ProductId, OrderID, Qty, UnitPrice, ExtendedPrice, Discount

3.

Products: ProductId, SKU, Name, Description, Cost, Price Which two actions should be taken in Data Designer?
Choose 2 answers

A. Create a one-to-one relationship between the contact record and Order Details.

B. Create a one -to -many relationship between Orders and Order_Details.

C. Create a one-to-one relationship between Orders and Order_Details.

D. Create a one-to-one relationship between Order_Details and Products.

Correct Answer: BD

QUESTION 4

Northern Trail Outfitters (NTO) Is a global brand which Includes many subsidiary brands under the parent umbrella.
NTO is the Enterprise business unit and also has a child business unit used for sending promotional email.

How should the rest of the business units be organized?

A. Create child business units for each brand and nest another level of child business units for GEOs.

B. Create and apply folders with naming conventions in the current account to keep track of brand assets.

C. Create new Enterprise business units for each brand and child business units for each of the brand\\'s GEOs.

D. Create one child business unit for the other brands to share but apply folders and naming conventions.

Correct Answer: B

QUESTION 5

Northern Trail Outfitters has Imported a file Into All Subscribers. They then received a results file stating
admin@example.com could NOT be imported.

Which error code would the file contain for this record?

A. Restricted Values

B. List Detective

C. Invalid Email Address

D. Skipped Records

Correct Answer: B

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