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QUESTION 1

Northern trail Outfitters\\' marketing department wants to review last year\\'s holiday engagement to this year\\'s
engagement. What should they use to access the historical engagement data?

A. SQL activity using data views

B. Audit Trail extract

C. Tracking Data extract

Correct Answer: C

QUESTION 2

A company has one millionsubscribers. The company has a Master data extension that contains information about its
subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40
fields in the data extension. The data is used for multiple daily email campaigns.

How should the data be updated?

A. A scheduled automation to import a file containing all of their subscribers.

B. A scheduled automation to import a nightly file of updated or changed records.

C. A scheduled automation to occur every 15 minutes to ensure the data is current.

D. A file drop automation to execute an import every time a record is updated or added.

Correct Answer: D

QUESTION 3

NTO plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign Data
Extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty
Member ID, and Loyalty Member Status. NTO will be usingAMPScript to reference data in a second, nonsendable data
extension named Loyalty Members. Which field on the he Mountain Manor Campaign Data Extension should be created
as the Primary Key to create a unique relationship with the Loyalty Member Profile Data Extension?

A. Email Address

B. Loyalty Member Status

C. Loyalty Member ID

D. Full Name

Correct Answer: C

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QUESTION 4

Northern Trail Outfitters wants to report on subscribers who did not receive emails that were included in the sending audience. Which tool should provide a list of subscribers who didn\\'t receive the expected emails?

A. _sent Dataview

B. \\'Subscribers Not Sent To* report

C. Not Sent Tracking Extract

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) created several lists of subscribers, and would now like to send an email to all female subscribers. Which feature allows NTO to easily target this segment?

A. List Detective

B. Smart Capture

C. Filtered Group

D. Publication List

Correct Answer: C

QUESTION 6

Northern Trail Outfitters uses HTML emails that have headers and footers coded into the email. What tool can the marketer use to control default headers and footers on email sends?

A. AMPscript Lookups

B. Dynamic Content

C. Sender Profile

D. Delivery Profile

Correct Answer: D

QUESTION 7

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

A. An import activity can be executed manually

B. The import activity is under Subscribers in the Email Application

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C. An import activity can be used in an automation created in Automation Studio

D. The file for an import activity must be placed in a folder on a FTP site

E. The filefor an import activity can be on a desktop computer

Correct Answer: CDE

QUESTION 8

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

Which tool should the marketer use?

A. Content Detective

B. Test Send

C. Send Preview

Correct Answer: B

QUESTION 9

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript. Which statement best describes how AMPscript can be used to customize email messages?

A. Automates the template creation process

B. Automates the flow of creating email messages

C. Provides advanced content personalization

D. Inserts responsive content based on the user\\'s viewing device

Correct Answer: C

QUESTION 10

A marketing team wants to send an email to an audience on a weekly basis. The team receives multiple files each week that need to be imported and joined to build the target audience for the email.

Which tool should be used to execute this process?

A. Filter Activity

B. Data Extract Activity

C. Automation Studio

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D. Journey Builder

Correct Answer: C

QUESTION 11

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer\'s new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

A. The new email address is from an unsupported domain.

B. The email address has not been updatedin All Subscribers.

C. The customer has not opted in again with the new address.

Correct Answer: B

QUESTION 12

What are the key ways to improve email deliverability in email marketing? (Choose 4)

A. Usedouble Opt-in to avoid getting blacklisted.

B. Maintain a consistent "From Name"

C. Double Check your Subject Line, don\'t include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!

D. Consider Subscriber engagement....send only to most engaged subscribers.

E. Email sign-up on website.

F. Use email templates

Correct Answer: ABCD

QUESTION 13

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform. These files contain only the previous day\'s opt-out updates. If a run fails, it must be manually rerun to maintain compliance.

How should the notification be received if the data import is unsuccessful?

A. Automation Notification Settings

B. Import Activity Notification Settings

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C. Configured Alert Manager Settings

Correct Answer: B

QUESTION 14

A Marketer Sends an email to a Sendable data extension. The Data Extension has a Subscriber relationship that matches Customer_ID on the data extension to Subscriber Key on the All Subscriber Lists. How would the default email send behavior for a pre-existing subscriber?

A. The email will be sent to the email address stored on the All Subscribers List.

B. The email will be sent to the email address stored on Data Extension

C. The email will be sent to the field marked as the Primary Key

D. The email will be sent to the subscriber Key on All Subscribers List

Correct Answer: A

QUESTION 15

The marketing team at Northern Trail Outfitters (NTO) is working to make newsletter emails more relevant to subscribers. The first step is to segment subscribers, so NTO is not sending a "batch and blast" newsletter.

The second step is to personalize content based on the data that has been collected from subscribers. What are two ways NTO can continue to improve the relevance of its newsletter? (Choose two.)

A. Use a substitution string to populate a subscriber\\'s name in the subject line.

B. Use a substitution string to populate a photo of the subscriber in the header of the email.

C. Change the color of the email background to match their subscribers\\' preferred color of choice.

D. Create content tailored to subscribers\\' interests and use dynamic rules to populate relevant content.

Correct Answer: AD

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