



**"Please note that these files may not be up to date. However, the questions will help you understand the exam format and typical question patterns."**

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### **Question: 1**

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account. What contributes to these unsubscribe reasons?

- A. List Unsubscribe header
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

**Answer: A**

### **Question: 2**

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP. Where should NTO update the IP configured for these sends?

- A. From Address Management
- B. Delivery Profile
- C. Sender Profile

**Answer: B**

### **Question: 3**

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account. Which journey type is the best solution for the marketer to set up?

- A. Multi-Step Journey
- B. Transactional Send Journey
- C. Single Send Journey

**Answer: B**

### **Question: 4**

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however, for this campaign, they would like to exclude

anyone who has a 'silver status.

Which three tools should be used to segment this data?

- A. SQL Query, Filter Definition, Journey Builder Entry Source
- B. Journey Builder Entry Source, Filter Definition, Segment Builder
- C. SQL Query, Decision Split, Data Designer

**Answer: A**

### **Question: 5**

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.

Which feature, if configured, should provide a warning prior to sending?

- A. Subject and Preheader Validation
- B. Content Detective
- C. Subscriber Preview and test Send

**Answer: A**

### **Question: 6**

Northern Trail Outfitters allows nonregistered customers to provide a phone number for open orders. The provided contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- A. Delete Filter Activity
- B. Contact Delete
- C. Data Retention Policy

**Answer: C**

### **Question: 7**

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Two fields with "Email Address" data type
- B. Failure to choose the send classification

C. Incorrect Sending Relationship

**Answer: C**

### **Question: 8**

Northern Trail Outfitters (NTO) was unable to process coupon codes for several days, which caused customers to complain about their experience. NTO would like to apologize by offering an upgraded coupon to help improve customer satisfaction

What should NTO do to automate the process of finding its affected customers?

- A. Filter the data based on a specific date range.
- B. Use Einstein engagement scores to identify affected users.
- C. Query the data using a specific date range parameter

**Answer: C**

### **Question: 9**

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should the marketer do to prevent the subscriber from receiving further commercial messages?

- A. Use the complaint exclusion list on future sends.
- B. Add the subscriber to the auto-suppression list.
- C. Delete the subscriber from All Subscribers

**Answer: B**

### **Question: 10**

A marketing manager wants to import the Not Sent extract into a data extension to leverage as an exclusion audience.

Which steps should be configured within Automation Studio to accomplish this?

- A. Tracking Extract > Import Activity > SQL Activity
- B. Tracking Extract > Import Activity > Data Extension Extract
- C. Tracking Extract > File Transfer > Import Activity

**Answer: C**

### **Question: 11**

Northern trail Outfitters recently purchased stock art to be used within its emails. However, given the sheer amount of content, locating images for specific campaigns proves to be difficult.

Which solution should make locating appropriate images easier?

- A. Configure Eastern Content Tagging to automatically tag stock art.
- B. Import a metadata tag index for the stock art so the images are searchable
- C. Select categories and content type from the import dropdown when importing images.

**Answer: B**

### **Question: 12**

Following a batch email sent. Northern Trail Outfitters wants to update an email link's URL. Which action should be recommended?

- A. Navigate to the email in Content Builder and update the URL.
- B. Navigate to the Job Links tab In My Tracking and update the URL.
- C. Navigate to URL Expiration in Setup and update the URL.

**Answer: B**

### **Question: 13**

A marketing manager notices emails clustered with images that are inconsistent with branding

guidelines.

Which step should they take to restrict the types of content within the content slot?

- A. Under user permissions, select limited template access.
- B. Configure Content Blocks to only be usable within approved templates.
- C. Configure restrictions within a Content Area for approval block types

**Answer: C**

**Question: 14**

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Implement an API to start automation with every file transfer.
- C. Replicate the automation and schedule mem to execute server eight hours

**Answer: A**

**Question: 15**

The marketing team wants to target subscribers with a 'thank you' offer for all subscribers who have opened an email in the past year.

Which tool should they use to identify the subscribers to send to?

- A. Total Opens measure
- B. \_Open data view
- C. Tracking Data Extract

**Answer: B**

**Question: 16**

A marketer at Northern Trail Outfitters is asked about whether there is an actual requirement of a dedicated IP to send emails.

What is a key differentiator to get a dedicated IP rather than using a shared one?

- A. Requirement to have Custom URLs on Cloud Pages
- B. Requirement to have Custom URLs on images hosted in Marketing Cloud
- C. Sending Volume > 250,000 Email/Month

**Answer: C**

**Question: 17**

The marketing team wants to split their primary customer data extension into 10 separate segments, to use for future A/B testing score.

Which feature should be used to easily segment the data extension?

- A. Filter Data Activity
- B. Random Data Extension
- C. SQL query activity

**Answer: B**

**Question: 18**

A marketing manager identified an upcoming email campaign for their team to test different subject voices. They want to first test with a pilot group and then send the winning subject line out to the remaining customers.

Whoshould path optimizer be configured to handle these requirements?

- A. Place a Random Split before Path Optimizer for the pilot group.
- B. Configure a holdback group to be targeted by the winner.
- C. Select winning path three days after journey activation

**Answer: B**

**Question: 19**

After receiving approval from their team, a marketer scheduled a promotional email send. After the send was scheduled and the team was notified, they received additional feedback which called for edits to the email copy.

Where should the marketer cancel the send?

- A. Tracking tab in Journey Builder
- B. Overview tab in email Studio
- C. Pending tab in Content Builder

**Answer: B**

**Question: 20**

Northern Trail Outfitters (NTO) wants to be notified of any abnormal subscriber behavior with its 'Weekly Deal email.

Which feature provides notification badges to alert NTO of any performance issues?

- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

**Answer: C**

**Question: 21**

Northern Trail Outfitters wants multiple business units to access the same data extension within its Enterprise 2.0 account.

Where should the data extension reside to achieve this goal?

- A. In the Synchronized Data Extensions folder
- B. In the Data Extensions folder with sharing enabled
- C. In the Shared Data Extensions folder

**Answer: C**

**Question: 22**

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- A. Einstein Engagement Scoring
- B. Einstein Copy insights
- C. Einstein Messaging Insight

**Answer: C**

### **Question: 23**

A marketer has started using Datorama Reports to enhance their email performance and engagement monitoring, which feature should improve Datorama Dashboard usability?

- A. Campaigns
- B. Sender Profile
- C. Tabs

**Answer: C**

### **Question: 24**

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, ever time, create new version with tests of random audience splits with different messages.

Which tool should NTO use to accomplish these iterative tests?

- A. Contact Builder
- B. Automation Studio
- C. Journey Butter

**Answer: C**

### **Question: 25**

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send. Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing — bounce rates up to 30% are acceptable.

**Answer: B**

### **Question: 26**

Northern Trail Outfitters (NTO) has rolled out changes to the OTS CTA button color.

Where should NTO be able to see if there has been a lift in the overall likelihood to click?

- A. Einstein Engagement Frequency
- B. Einstein Engagement Scoring
- C. Einstein Messaging Insights

**Answer: B**

### **Question: 27**

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
- C. Configured Alert Manger Settings

**Answer: A**

### **Question: 28**

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of-office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?

- A. Reply Mail Management
- B. Publication Lists
- C. Parameter Management

**Answer: A**

### **Question: 29**

A marketer has scheduled an email that was approved in Content Builder Approvals by their

manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn.

What should happen with the scheduled send, if no other action is taken?

- A. The Send is paused until is approved again.

- B. The send is canceled when the approval is withdrawn.
- C. The originally approved version of the email will be sent.

**Answer: B**

### **Question: 30**

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a thank you email the first time they show up in the file drop. How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Settings to 'allow no re-entry.'
- B. Configure Journey Email Send to dedupe on email address.
- C. Configure Journey Entry Event to 'allow no re-entry.'

**Answer: C**

### **Question: 31**

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account. What contributes to these unsubscribe reasons?

- A. List-Unsubscribe header
- B. Profile Center Unsubscribe
- C. Universal Unsubscribe

**Answer: A**

### **Question: 32**

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey. Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity is used to make status updates.
- B. The Update Contact Activity is used to make status updates.
- C. The entry sources data extension has a primary key and subscriber key.

**Answer: C**

**Question: 33**

A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country. What should they use to determine the number of matching records in the least number of steps?

- A. Filtered data extension
- B. SQL Query
- C. Data Filter

**Answer: C**

**Question: 34**

The marketing team wants to test various path within journey based on parameters to assess the effectiveness of a new email campaign. Which tool should be used?

- A. A/B Testing
- B. Path Optimizer
- C. Einstein Engagement Activities

**Answer: B**

**Question: 35**

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use a Decision Split activity on the journey canvas.
- C. Use Automation Studio to query a population into a data extension.

**Answer: A**

**Question: 36**

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Scheduled Automation
- C. Wait Activity

**Answer: A**

**Question: 37**

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. Use the Update Contact a:
- B. Utilize exit criteria for the journey.
- C. Ensure the Contact entry mode is No re-entry

**Answer: B**

**Question: 38**

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- B. Utilize exit criteria for the journey.
- C. Ensure the Contact entry mode is No re-entry

**Answer: B**

**Question: 39**

Northern Trail Outfitter (NTO) wants to use Marketing Cloud's Subscription Center to allow subscribers to control which types of emails do NOT want to receive. NTO's audiences are contained in data extensions. Which object should be used?

- A. Publication List
- B. Suppression Lists
- C. Exclusion Lists

**Answer: A**

**Question: 40**

Northern Trail Outfitters (NTO) needs a quick listing of all emails sent from the past calendar year across all business units. It should include basic metrics for each send. Which out-of-the-box report provides what NTO needs?

- A. Account Send Summary
- B. Email Performance Over Time
- C. Email Sends by User

**Answer: A**

**Question: 41**

A marketer has created an event confirmation email which is sent to all registration of their cooking while-camping sessions. They use Connect to integrate into their CRM and want to update records directly when a recipient clicks the 'Confirm RSVP button. Which automation solution should easily allow this action?

- A. Automation Studio
- B. Behavioral Triggers
- C. Journey Builder

**Answer: C**

**Question: 42**

A marketer for Northern Trail Outfitters needs to automatically refresh a filtered data extension prior to sending a daily email.

What would a marketer do to automatically refresh a filtered data extension on a scheduled basis?

- A. Configure the Send Activity to automate the refresh.
- B. Use a Filter Activity in Automation Studio.
- C. Activate Journey Builder to refresh the data extension.

**Answer: B**

**Question: 43**

Northern Trail Outfitters' marketing manager wants to schedule a report to be sent weekly to an Azure Blob regarding the performance of a holidays campaign.

Which tool should they use?

- A. Campaign Email Tracking Report
- B. Datorama pivot Table
- C. Tracking Data Extract file transfer

**Answer: C**

**Question: 44**

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

- A. MobileResponsive
- B. Responsive Aware
- C. Mobile Aware

**Answer: A**

**Question: 45**

Northern Trail Outfitters is redesigning its brand guidelines and wants to ensure its emails are accessible. Which best practice should the email designer follow to meet accessibility standards?

- A. Minimize whitespace
- B. Build image-based emails.
- C. Use contrasting colors

**Answer: C**

**Question: 46**

A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.

Which Preview \$ Test Content Personalization options should be used?

- A. Based on Recipient test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

**Answer: B**

**Question: 47**

Northern Trail outfitter wants to use an AI-based approach to target subscribers who aren't receiving too many emails but are engaging constantly with the emails sent to them.

Which feature should help achieve this?

- A. Einstein Messaging Insight
- B. Einstein Engagement Scoring
- C. Einstein Engagement Frequency

**Answer: C**

**Question: 48**

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year.  
What should NTO use to ensure the most up-to-date content is included in each email?

- A. Reference Content Block
- B. Dynamic Content Block
- C. Einstein Content Selection

**Answer: A**

**Question: 49**

Northern trail Outfitters' marketing department wants to review lastyear'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

**Answer: A**

**Question: 50**

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The daily sends kicks off a complex campaign with multiple messages in both Email and Mobile  
Which action should they take to execute the campaign?

- A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.
- B. Use Automation Studio Filtering, Messaging, and wait activities.
- C. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

**Answer: A**

### **Question: 51**

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email. Which configuration ensure these subscribers do NOT receive these emails?

- A. Add an Auto-Suppression list to the defaultsender profile.
- B. Configure Auto-Suppression list for the Commercial classification.
- C. Add subscribers to the Account opt-out list.

**Answer: B**

### **Question: 52**

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP. How should the automation be configured to run?

- A. Schedule the automation to run hourly.
- B. Trigger the automation via API.
- C. Use a File Drop starting source.

**Answer: B**

### **Question: 53**

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that email customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. An Interactive Email Form that links to a confirmation page
- B. A Salesforce Survey block called in by an AMP script function
- C. An all-to-action button that links to the feedback form

**Answer: A**

### **Question: 54**

Northern Trail Outfitters' analytics team has requested data to power a dashboard that can monitor the

performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?

- A. Google Analytics Integration
- B. Tracking Extracts
- C. Report Snapshots

**Answer: B**

### **Question: 55**

Northern Trail outfitters wants information on the email performance of an abandoned cart journey. Which Journey Builder resources provides data on all versions of a specific journey's cross-channel performance data?

- A. Email Analytics Tile
- B. Journey History
- C. Analytics Dashboard

**Answer: C**

### **Question: 56**

Northern Trail Outfitters (NTO) is going through IP address warning and would like to understand the metrics of the email sends on a data level.

Which out-of-the-box report should IMTO use to get this information to refine to its sending methods?

- A. Recent Email Send Summary
- B. Email Performance by Domain
- C. Email Sends by User

**Answer: B**

### **Question: 57**

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. SQL Query activities
- B. File Drop Automations

C. APIs

**Answer: C**

### **Question: 58**

The website team at North Trail Outfitter has noticed performance issues on the site when the marketing team sends promotional emails.

What should the marketer do to prevent this problem?

- A. Use Delayed Delivery
- B. Segment email sends by domain.
- C. Configure Send Throttling.

**Answer: C**

### **Question: 59**

Northern Trail Outfitters is building a data extension that will store preference data for their subscribers. Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Is Sendable
- B. Nullable
- C. Primary Key

**Answer: C**

### **Question: 60**

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.

Which feature should NTO use?

- A. Enhanced Dynamic Content
- B. Einstein Content Selection
- C. Einstein Copy Insights

**Answer: B**

**Question: 61**

A customer requested Northern Trail Outfitters NOT record any clicks or opens performed by them. What should be configured to ensure compliance with this request?

- A. Exclusion Script
- B. DoNotTrack Attribute
- C. Consent Management

**Answer: B**

**Question: 62**

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app. Which text should be used for the call-to-action button to drive the most engagement?

- A. Download now
- B. Download out new mobile app here
- C. Out new mobile app

**Answer: A**

**Question: 63**

Northern Trail Outfitters wants to utilize an Amazon s3 bucket to import data into Marketing Cloud Data Extensions.

What should be used to achieve this?

- A. Ingest API
- B. Import Wizard
- C. Import Activity

**Answer: C**

**Question: 64**

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

**Answer: C**

**Question: 65**

Northern Trail Outfitters (NTO) sends a birthday coupon during the subscriber's birthday month. NTO wants to reward the subscriber based upon engagement with the email and provide further messages based on that interaction.

Which no-code features should be implemented to accomplish this?

- A. Journey Builder and Engagement Split
- B. Automation studio and Query Activity
- C. Salesforce CDP and Einstein Engagement Scoring

**Answer: A**

**Question: 66**

The CMO at Northern Trail Outfitter (NTO) has tasked the marketer with tracking the performance of NTO's welcome and post purchase journeys.

Which action should the marketer take to evaluate journey performance?

- A. Define a goal for each journey.
- B. Review opens and clicks activity summaries.
- C. Export the journey email analytics

**Answer: A**

**Question: 67**

Northern trail Outfitters is hiring a third-party vendor to host a web page tied to a promotional sweepstake. The marketing manager would like an email sent from journey as soon as the subscriber submits the form. What should be used to enter this subscriber into a journey?

- A. API Event Entry Source
- B. CloudPages Entry Source
- C. Contact Event Entry Source

**Answer: A**

**Question: 68**

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and senderreputation. What should NTO use to make sure email addresses are valid before adding to its audience?

- A. Leverage a Smart Capture block
- B. A double opt-in at signup
- C. Add CAPTCHA validation to the form

**Answer: B**

**Question: 69**

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers. Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIMauthentication.

**Answer: A**

**Question: 70**

A marketer wants to use a filter to create a data extension that includes only records from yesterday. Which step should they take to ensure the data extension includes newly added records?

- A. Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
- B. Configure the filter DE to auto-refresh daily in properties.
- C. Schedule an automation to refresh the filter activity each day.

**Answer: C**

**Question: 71**

Northern Trail Outfitters imports a daily feed of active customers into a data extension. A customer is only included in the daily feed if they meet the criteria to remain active.

Which import option should be used to ensure the data extension only contains currently active customers?

- A. Append
- B. Overwrite
- C. Add and Update

**Answer: B**

**Question: 72**

Northern Trail Outfitters (NTO) wants to manage subscriber preferences at the communication theme level.

NTO'S subscribers are stored in data extensions.

Which Marketing Cloud feature should be used to achieve this?

- A. Publication Lists
- B. List Unsubscribes
- C. Journey Builder Sends

**Answer: A**

**Question: 73**

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Scoring Split
- C. Frequency Split

**Answer: C**

**Question: 74**

An insurance company has launched a new campaign to target individuals between 64 and 65 that are not yet enrolled and are opted into email. All subscriber data is stored in one data extension. How should the marketer use low-code to create this segment?

- A. Create a data filter on the data extension.
- B. Filter the.csv file before import.
- C. Write a query to create a filtered data extension.

**Answer: A**

**Question: 75**

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- A. Add each Send Email activity to different steps in an automation.
- B. Include a Verification activity between each step of an automation.
- C. Add each Send Email activity to a single step in an automation.

**Answer: A**

**Question: 76**

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this information?

- A. Contacts Count
- B. Contacts Analytics
- C. Audience Engagement Over Time

**Answer: B**

**Question: 77**

A healthcare company imports its patient portal registrations at the parent level business unit (BU).

The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.

What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- A. After the file import, use the transfer file activity to move data into data extensions in child BUS.
- B. Create automations that import the data directly into the child BUs to bypass the parent level BU.
- C. After the file import, use the filter activity to populate shared data extensions that are available to

child BUs.

**Answer: C**

**Question: 78**

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

- A. Create folders in My Tracking and select where to send results when sending an email.
- B. Give emails unique names so they are easier to find in the tracking sends tab.
- C. Remove old tracking results on a regular basis to declutter the results list.

**Answer: A**

**Question: 79**

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully, but the file is still not showing up on the SFTP.

Which activity is missing?

- A. Fire Event
- B. Import File
- C. File Transfer

**Answer: C**

**Question: 80**

A marketer is asked to create a sendable data extension from various tables including orders, subscribers, and product line items. The resulting data extension will be used as an entry source for a journey.

Which tool should help create this table?

- A. Automation Studio
- B. Data Designer
- C. Audience Studio

**Answer: B**

**Question: 81**

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add assets to folders upon creation.
- B. Add descriptive tags to each asset upon creation.
- C. Add a description to each asset upon creation.

**Answer: B**

**Question: 82**

Northern Trail Outfitters (NTO) has noticed a decrease in open rate across all email campaigns. NTO is concerned its sender reputation may have been negatively impacted by a recent import of subscribers. Which metric should be analyzed as a possible indicator of bad sender reputation?

- A. Send volume
- B. Click rate
- C. Block bounces

**Answer: C**

**Question: 83**

Northern Trail Outfitters (NTO) has expanded into 15 new countries and needs to send localized content. NTO works with an agency to provide the translations, but they lack email developer resources. What should NTO do to create and send localized content at scale?

- A. Leverage templates with AMP script.
- B. Leverage Enhanced Dynamic Content.
- C. Leverage Multilingual Content Blocks.

**Answer: C**

**Question: 84**

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results. How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

- A. Make the Customer Key more descriptive.
- B. Leverage Einstein for content tagging.
- C. Use nested tags to create hierarchies.

**Answer: C**

**Question: 85**

A marketer wants to quickly view the link performance for a specific email, including Total Clicks and Unique Clicks.

Which area of the application should provide this data?

- A. Send Performance Tab
- B. Email Overlay View
- C. Tracking Conversions Tab

**Answer: B**

**Question: 86**

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Select the Recurring schedule type for the entry source in Journey Builder.
- B. Schedule and activate Triggered Sends for the messages in the journey.
- C. Select an automation to populate the Entry Source Data Extension.

**Answer: C**

**Question: 87**

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMP script Lookup
- B. Send Classification and Subscriber Attributes
- C. Sender Profile and AMP script Lookup

**Answer: C**

**Question: 88**

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- B. An automation that contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

**Answer: C**

**Question: 89**

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- B. An automation that contains several recurring emails and decisioning points
- C. An automation that Imports subscriber data regularly and updates key data extensions

**Answer: C**

**Question: 90**

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Where should they find this dashboard?

- A. Journey Builder - JourneyHistory
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

**Answer: B**

**Question: 91**

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- A. Journey Builder - Journey History
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

**Answer: B**

**Question: 92**

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers. Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use a Guided Send to perform a test send to Internal users using subscriber data.
- B. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- C. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.

**Answer: C**

**Question: 93**

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

**Answer: C**

**Question: 94**

A marketing team wants to schedule automatic delivery of pivot table data to an Amazon Web Services

(AWS) S3 bucket every Monday at 6:00 a.m.

Which method meets their needs?

- A. Report Scheduling in Datorama Reports
- B. File Transfer Activity in Automation Studio
- C. Report Definition Activity in Automation Studio

**Answer: B**

### **Question: 95**

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed. What is the first action that should be taken to make the edits?

- A. Unshare the email.
- B. Withdraw email approval.
- C. Cancel send using email.

**Answer: B**

### **Question: 96**

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Engagement Split
- B. Frequency Split
- C. Scoring Split

**Answer: A**

### **Question: 97**

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends.

Which tool should supply insights into the tone of subject lines?

- A. Einstein Recommendations

- B. Einstein Messaging Insights
- C. Einstein Copy Insights

**Answer: C**

### **Question: 98**

A marketing specialist at Northern Trail Outfitters wants to automate sending the weekly newsletter to subscribers. The audience is located in one data extension, but they also want to send to a partner seed list. Which tool method should the specialist use?

- A. Multi-Step Journey
- B. User Initiated Send
- C. Automation Studio Email Activity

**Answer: C**

### **Question: 99**

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses. At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- B. SQL Query, Filter, Data Extract
- C. Filter, Data Extract, File Transfer

**Answer: A**

### **Question: 100**

The marketing team has been troubleshooting why an email was not sent to 10% of the audience

within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed.

Which additional issues should they consider?

- A. DoNotTrack preferences
- B. Bounced contacts from previous sends
- C. Suppressed contacts from contact deletion

**Answer: B**

**Question: 101**

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Add complementary SMS campaigns.
- B. Create more focused segmented lists for messaging.
- C. Focus on action-driven subject lines.

**Answer: B**

**Question: 102**

The marketing team at Northern Trail Outfitters is concerned about its email deliverability rates over the last three months.

Which remediation tactic should be used to improve deliverability?

- A. Increase the frequency of email sending to boost engagement.
- B. Broaden segmentation criteria to reach more diverse audiences.
- C. Scale back sending for specific ISPs until the issue subsides.

**Answer: C**

**Question: 103**

A marketer has created a primary data extension that contains all active subscribers with fields containing key demographics and subscriber attributes. Each week, there are up to 10 teams that

send to segments of their subscriber base.

What should they use to ensure they have fresh data for these sends?

- A. A nightly automation with a filter activity
- B. A verification step in the send automation
- C. An approval process for sending

**Answer: A**

**Question: 104**

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability. Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

- A. Einstein Engagement Frequency
- B. Send Throttling
- C. Sender Authentication Package

**Answer: B**

**Question: 105**

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

- A. Single Send
- B. Multi-Step
- C. Transactional Send

**Answer: B**

**Question: 106**

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

- A. Copy the filtered data extension and add additional filter criteria.
- B. Use the Split option to temporarily add additional filter criteria.
- C. Copy the data filter and build a new data extension with additional filter criteria.

**Answer: A**

**Question: 107**

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS. What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure source channel is available in subscriber data.

**Answer: B**

**Question: 108**

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Edit the fields in the synchronized data source.
- B. Create a new data extension with the new fields.
- C. Create a data filter that includes the new fields.

**Answer: A**

**Question: 109**

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

- A. Journey Builder and Behavioral Triggers
- B. Automation Studio and Path Optimizer
- C. Automation Studio and Journey Builder

**Answer: C**

**Question: 110**

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?

- 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**

**Question: 111**

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

Which standard tool best does this?

- A. Einstein Copy Insights
- B. Einstein Email Recommendations
- C. Einstein Messaging Insights

**Answer: C**

**Question: 112**

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?

- A. Content Detective
- B. Test Send
- C. Send Preview

**Answer: C**

**Question: 113**

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 RecipientTest Data Extension in the Test Send menu?

- 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: 114**

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?

- A. Data Extract Activity
- B. Verification Activity
- C. Wait Activity

**Answer: B**

**Question: 115**

Northern Trail Outfitters (NTO) wants to improve the accessibility of its email design. Which best practice should NTO employ?

- 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: C**

**Question: 116**

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?

- A. Einstein Copy Insights
- B. Einstein Content Selection
- C. Enhanced Dynamic Content

**Answer: B**

**Question: 117**

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?

- A. Enhanced Dynamic Content Blocks
- B. AMP script Search Functions
- C. Personalization Strings

**Answer: B**

**Question: 118**

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

- A. Email and Journey Overview Dashboard
- B. Email Performance Dashboard
- C. Journey Performance by Email Dashboard

**Answer: A**

**Question: 119**

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign. Which Journey Builder component addresses the two requirements of this campaign?

- A. Decision Splits
- B. Goals
- C. Exits

**Answer: B**

**Question: 120**

The customer success team at Northern Trail Outfitters wants to build out a profile for its subscribers to improve segmentation for future sends.

Which content block should the team use to capture this information directly from the inbox for some subscribers?

- A. Smart capture block
- B. Interactive Email Form block
- C. Einstein content block

**Answer: B**

**Question: 121**

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension. What should a marketer do to ensure the Email Address field values are unique?

- A. Mark the field as the Primary Key.
- B. Mark the data extension as Sendable.
- C. Use Email Address as Subscriber Key.

**Answer: A**

**Question: 122**

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send dat

a. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report
- C. Pivot table in Datorama Reports

**Answer: C**

**Question: 123**

A marketer is testing an email that includes an Interactive Email Form and discovers the form is missing when the email is opened in Gmail.

What guidance should be given to the email developer to ensure the interactive form displays correctly?

- A. Ensure the 'Optimize for Gmail' checkbox is selected.
- B. Ensure characters in the CSS tags are limited to 16kB.
- C. Ensure fallback content has been configured for Gmail.

**Answer: C**

**Question: 124**

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- A. Sender Authentication Package
- B. Brand Builder
- C. Sender Profile

**Answer: C**

**Question: 125**

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used for import to a data extension?

- A. Manage Files in File Transfer.
- B. Configure Field-Level Encryption in import file.
- C. Specify character encoding in import file.

**Answer: A**

**Question: 126**

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website.

What should NTO configure in Path Optimizer?

- A. Email Engagement
- B. Manual Engagement
- C. Web Conversion

**Answer: C**

**Question: 127**

When building an email audience, a marketer first runs a query to update a data extension referenced in the audience query.

Which configuration should be used to ensure the exclusion is updated before the audience query runs?

- A. In the step with the two SQL activities, place a wait step between them.
- B. Place the audience SQL Query Activity in a step after the exclusion SQL Query Activity.
- C. Place the audience SQL Query Activity below the exclusion SQL Query Activity.

**Answer: B**

**Question: 128**

A marketer needs to send emails to the creative team for proofing as part of an email campaign. Which feature should help achieve this as an automatic flow?

- A. Subscriber Preview
- B. Approval Workflow
- C. Content Builder Approvals

**Answer: B**

**Question: 129**

A marketer needs to personalize an email with dynamic content using data from the Open Data View and data from the Purchase Data Extension.

What should be used to source the data from these different sources?

- A. Attribute Group
- B. SQL Query Activity
- C. Data Filter

**Answer: B**

**Question: 130**

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 updated in All Subscribers.
- C. The customer has not opted in again with the new address.

**Answer: B**

**Question: 131**

Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed. Which component should be configured to provide this functionality?

- A. Delivery Profile
- B. Send Classification
- C. Sender Profile

**Answer: B**

**Question: 132**

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the \_subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'. What is the source of the duplicate subscriber key?

- A. Triggered Send Managed Lists
- B. Global Unsubscribe List
- C. Auto Suppression List

**Answer: C**

**Question: 133**

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website. Which type of activity should be used?

- A. Engagement Split
- B. Behavioral Trigger
- C. Wait Until Event

**Answer: C**

**Question: 134**

NorthernTrail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers.

Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

**Answer: A**

**Question: 135**

A marketer has been asked to collect consumer information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Leverage Social Studio to capture email addresses.
- B. Create CloudPages to collect and subscribe users,
- C. Use Journey Builder to build an audience using Ad Studio.

**Answer: B**

**Question: 136**

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

- A. Send Email
- B. Verification
- C. Wait

**Answer: B**

**Question: 137**

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails.

What should be configured to accomplish this request?

- A. Sender Profile
- B. Delivery Profile
- C. Send Classification

**Answer: B**

**Question: 138**

A marketer wants to store all the attributes for a triggered send within a data extension. Which configuration is required when creating the data extension for this triggered send

information?

- A. Create from template and choose triggered Send Data Extension template.
- B. Include Subscriber key and Email address field as primary key.
- C. Select the 'Use for triggered send' checkbox.

**Answer: C**

**Question: 139**

A marketer wants to increase the engagement rate of an email by sending it at the best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

- A. Einstein STO Activity
- B. Wait Until Activity
- C. Engagement Split

**Answer: A**

**Question: 140**

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS. What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure preferred channel is available in subscriber data.

**Answer: B**

**Question: 141**

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating. What is the reason records are NOT being recorded?

- A. Test sends are not recorded on the Send Log Data Extension.
- B. The send exceeded the maximum test send threshold.
- C. A subscriber was not selected in the Subscriber Preview tab.

**Answer: A**

**Question: 142**

Northern Trail Outfitters (NTO) sent a targeted email to 1,000 customers, but the actual number sent was 10% less. In troubleshooting the issue, NTO noticed that 100 email addresses contained a typo of "gmail.com instead of "gmail.com". Which Marketing Cloud feature prevented emails from being sent to an invalid domain?

- A. Bounce Mail Management
- B. Auto-Suppression Lists
- C. List Detective

**Answer: C**

**Question: 143**

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit. Where should the Internal look to find this information?

- A. Automation Studio > Activities
- B. Content Builder > Recent Sends
- C. Email Studio > Overview

**Answer: C**

**Question: 144**

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors. Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- A. Manager Files in File Transfer.
- B. Specify character encoding in import file.
- C. Configure Field-Level Encryption in import file.

**Answer: A**

**Question: 145**

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience. What should the NTO marketing team include in the email design to encourage a high response rate?

- A. Make the call-to-action button that links to the feedback form bigger and with red background
- B. Replace call-to-action with interactive Email Form
- C. A Salesforce Survey block called in by an AMPscript function.

**Answer: B**

**Question: 146**

Northern TrailOutfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

**Answer: A**

**Question: 147**

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What shouldthe marketer do to accomplish this?

- A. Use Journey Builder to build an audience using Ad Studio.
- B. Web Studio to capture Query parameters from social media link.
- C. Use an interactive form from email Studio to collect this information

**Answer: B**

**Question: 148**

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribes?

- A. Path Optimizer
- B. Google Analytics Audience
- C. Einstein Engagement Scoring

**Answer: C**

**Question: 149**

A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

- A. Schedule report and email file to the director.
- B. A Schedule report and email the link to download.
- C. Schedule report to export as a web page.

**Answer: A**

**Question: 150**

Northern Trail Outfitters (NTO) has childbusiness units that share customers. To track customer engagement. NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

A)

`%%contactkey%%`

B)

`%%subscriberid%%`

C)

`%%memberid%%`

A. Option A B. Option B

C. Option C

**Answer: C**

**Question: 151**

The customer service team at Northern Trail Outfitters is reporting that customers are complaining about emails ending up in their spam folders. The marketing team is asking for a solution that can check if the email contains any flags that can classify it as spam.

- A. Test Send
- B. Content Detective
- C. Subscriber Preview

**Answer: B**

### **Question: 152**

Northern Trail Outfitters (NTO) wants to grow its number of email subscribers. Which action follows best practices to increase subscribers?

- A. Send an SMS to NTO's entire customer database with a link to subscribe.
- B. Collect emails at offline activities, including in stores.
- C. Send an email to NTO's entire customer database asking for referrals.

**Answer: B**

### **Question: 153**

Northern Trail Outfitters (NTO) released a clever promotional video that went viral. Subsequently, the company acquired a large number of email leads at the last trade show. NTO wants to send a welcome email with a coupon directing recipients to its website.

Which configuration should help with limiting a spike in volume to the website?

- A. Send Throttle
- B. Sender Authentication Package
- C. Web Collect Sign-Up Form

**Answer: A**

### **Question: 154**

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed. What is the first action the team should take to make the edits?

- A. Update email approval status.
- B. Cancel send using email.
- C. Unshare the email.

**Answer: C**

### **Question: 155**

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

- A. Create a new, friendly From Name for the updated program.
- B. Purge inactive subscribers to avoid high bounce rates.
- C. Send to subscribers, asking for them to confirm opt-in.

**Answer: B**

### **Question: 156**

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- A. From Address Management
- B. Send Classifications
- C. Domain SSL Certificates

**Answer: A**

### **Question: 157**

A marketing manager has created a global template at the top level to control branding standards and make updates easy. The template needs to be used company-wide across all business units.

How should the manager configure the template once it's moved to the shared folder to ensure it remains on-brand?

- A. Select the Edit Globally permission option.

- B. Select the View and Send permission option.
- C. Make a copy in each business unit to allow local edits.

**Answer: A**

### **Question: 158**

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension.

What should a marketer do to ensure the Email Address field values are unique?

- A. Use Email Address as Subscriber Key.
- B. Select 'Deduplicate by Email' checkbox.
- C. Mark the field as the Primary Key.

**Answer: C**

### **Question: 159**

Northern Trail Outfitters (NTO) built an email with images, text, and links pointing to the same URL. NTO wants to understand how each type of link performs.

Which tag should NTO add to the HTML <a> element to differentiate the links?

- A. conversion
- B. linkname
- C. alias

**Answer: B**

### **Question: 160**

Northern Trail Outfitters (NTO) flags test emails by adding a Testing And Content Observations (TACO) prefix to its test send subject lines. NTO wants to ensure no production emails are sent with the TACO prefix.

- A. In Send Management, add the word TACO to the Auto-Suppression Rules.
- B. In the Subject/Preheader Validation section of Email Studio, add the word TACO.
- C. In Send Classifications, delete TACO from the available classification options.

**Answer: B**

**Question: 161**

The Northern Trail Outfitters (NTO) marketers want to easily track the performance of NTO's interest and profile data capture journeys.

Which action should the marketer take to evaluate conversion of those journeys?

- A. Export the journey email analytics.
- B. Define a goal for each journey.
- C. Review opens and clicks activity summaries.

**Answer: B**