

Latest Version: 6.0

Question: 1

The marketing team of a car manufacturer are about to send an email regarding the recall of a specific model car as a result of a faulty airbag, how would they go about sending the emails slowly throughout the day to avoid the volume of support calls to spike?

Response:

- A. Triggered Send
- B. Send Throttling
- C. Send Email Activity
- D. Send Flow

Answer: B

Question: 2

In which two ways can a company avoid having their emails blocked by ISPs or be marked as spam by customers in accordance with CAN-SPAM compliance?

(Choose 2)

Response:

- A. Use animated emojis in subject lines to draw the eye.
- B. Include a physical mailing address of the company.
- C. Use a clear "From" name that is easily recognized.
- D. Include a "Contact us" link in the footer.

Answer: BC

Question: 3

What happens when a disgruntled subscriber selects the "one-click unsubscribe" link in the email you just sent from one of your publication lists?

Response:

- A. The subscriber is automatically redirected to the subscription centre to unsubscribe from publications
- B. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- C. The subscriber is automatically unsubscribed from the business unit from which the send originated
- D. The subscriber is automatically unsubscribed from the list from which the send originated from

Answer: D

Question: 4

A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

Response:

- A. Create an Import Activity and execute it manually.
- B. Create an Import Activity to use in a workflow in Automation Studio.
- C. Create an import using the Import Wizard in Automation Studio.
- D. Create an import using the Import Wizard in the Email Application.

Answer: B

Question: 5

What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email?

(Choose 2)

Response:

- A. The subscriber is added to the enterprise global unsubscribe list
- B. The subscriber is removed from the List used for the Send
- C. The subscriber is unsubscribed from the publication list applied to the send
- D. The subscriber is deleted completely from the sending account

Answer: BC

Question: 6

An email marketer is writing the next send's subject line. What can the marketer do to make the subject line more effective?

(Choose 2)

Response:

- A. Keep the subject text between 50 to 100 characters long
- B. A/B test the effectiveness of different subjects
- C. Include "RE:", "FWD:" "etc." to get reader's attention
- D. Include information relevant to the message in the subject line

Answer: BD

Question: 7

How are publication lists used in the Marketing Cloud?

Response:

- A. To allow subscribers to opt-down/out instead of unsubscribing from all.
- B. To manage subscribers in guided and triggered email sends.
- C. To build dynamic content rules by subscriber type.
- D. To send communication to all subscribers, regardless of opt -in status.

Answer: A

Question: 8

A customer has a Send Log they are using to track the email addresses that were sent to, date and time of the send, and the name of the email sent for reporting purposes.

Per best practice, the customer stores 30 days of data in their Send Log and then archives the data into another data extension that holds data for one year.

Which activity should be used to run the backup automatically?

Response:

- A. SQL Query
- B. Import File
- C. Filter
- D. Data Extract

Answer: C

Question: 9

A marketer would like to send an email to subscribers on a subscriber list who live within 5km of Sydney CBD. Which tool would the marketer use to accomplish this task?

Response:

- A. Query Activity
- B. Data Filter
- C. Audience Builder
- D. Send Classification

Answer: C

Question: 10

A marketer needs to import a text file and does not have access to the account's Enhanced FTP site. What is the recommended way to import the data?

Response:

- A. Data Extract Activity Interaction
- B. Import Activity Interaction
- C. Manual Data Filter Refresh
- D. Import Subscriber Wizard

Answer: D