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Essentials for Marketing Cloud Email Marketers

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QUESTION 1

NTO completed a data review process and discovered their data extension folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audiences that are created for sending?

- A. Filter Activity
- B. Data Filter
- C. SQL Query
- D. Filtered Group

Correct Answer: A

QUESTION 2

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.
- D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Correct Answer: D

QUESTION 3

Which send process can use Sender Profiles? (Choose 3)

- A. Simple Automated Sends
- B. Guided Sends
- C. User-Initiated Sends
- D. Test Sends
- E. Triggered Sends

Correct Answer: ABE



QUESTION 4

Northern Train Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90- day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Triggered Emails
- B. Automation Studio
- C. Guided Send
- D. Playbooks

Correct Answer: D

QUESTION 5

In order to import into an data extension using "add" or "update" command what must it contain?

- A. Primary Key
- B. Email address
- C. Subscriber Key
- D. Subscriber Last name

Correct Answer: A

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