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QUESTION 1

Northern Trail Outfitters is migrating from a small, in-house email solution to Marketing Cloud. What should the Marketing Cloud admin consider when sending from the new IP Address?

- A. The IP address is on reserve, is already in use, and has an email sending history.
- B. Building desirable sending history and data will be variable based on list size and engagement.
- C. Sending in large volumes will alert ISPs the new IP Address is now in use.
- D. Migration of larger marketing campaigns is necessary prior to bringing on smaller, triggered campaigns.

Correct Answer: C

QUESTION 2

A restaurant supply company captures email subscribers and leads through trade shows. They hold a giveaway at each trade show to entice booth visitors to leave their contact information. In the past, they have used a fishbowl to capture business cards, but need to update this to an online sweepstakes entry vehicle displayed on a mounted tablet.

Individuals should only be allowed to enter once, and the winner will be selected randomly.

All entrants receive a follow-up email after the trade show asking them to confirm their opt-in for a monthly newsletter.

Which two components are appropriate for this solution?

Choose 2 answers

- A. Microsite with Web Collect to store entrants on a data extension.
- B. Microsite with Smart Capture to store entrants on a data extension.
- C. Send Email Activity with a link to a subscription center.
- D. Data Extension with double opt-in status defined.

Correct Answer: BD

QUESTION 3

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

1.

Number of Sends

2.

Delivery Rate



3.

Overall Bounce Rate

4.

Block Bounce Rate

5.

Open Rate

6.

Click Rate

7.

Complaint Rate

8.

Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Campaign Email Tracking Report
- B. Email Performance Over Time Report
- C. Email Send Report
- D. Account Send Summary Report

Correct Answer: D

QUESTION 4

Northern Trail Outfitters has a mobile app.

Which two products would allow them to send push notifications to customers with their mobile app? Choose 2 answers

- A. Journey Builder
- B. Contact Builder
- C. MobileConnect
- D. MobilePush

Correct Answer: AD

QUESTION 5



Northern Trail Outfitters wants to pass the email address of a subscriber to a landing page through a URL parameter from a promotional email.

Which Marketing Cloud capability allows for secure transmission of the email address?

- A. CloudPagesURL AMPscript function
- B. Web Analytics Connector
- C. Link Wrapping

Correct Answer: A

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