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QUESTION 1

Northern trail Outfitters (NTO) is warming a new Dedicated IP address, and they need to monitor their deliverability across major ISPs.

Which bounce type would be indicative of the ISPs view of NTO's sending reputation?

- A. Soft
- B. Technical
- C. Block
- D. Hard

Correct Answer: C

QUESTION 2

A Marketing Cloud admin has been asked to get the last 30 days of Bounce data from their account. What should the admin use to get granular bounce data in bulk in a pre-defined format?

- A. CSV download of bounce data in My Tracking
- B. Automation Studio Tracking Extract
- C. Automation Studio Query Activity
- D. Discover Deliverability Complaint Rate Report

Correct Answer: B

QUESTION 3

Northern Trail Outfitters (NTO) is building a Journey which randomly sends five different versions of an initial welcome email to new subscribers; however, subscribers receive the same follow-up email two weeks later. To improve maintainability of their email content, NTO wants to use five completely different emails, rather than having one email with dynamic content.

Which activity would allow them to build the journey with the fewest activities possible?

- A. Join
- B. Einstein STO
- C. Engagement Split
- D. Wait Until Date

Correct Answer: A



QUESTION 4

A customer will provide a single daily file on the Marketing Cloud SFTP at 3 AM and needs an alert if the file is not present on time. The file needs to be: Imported into a staging data extension. Separated into two different data extensions.

Which workflow should meet these requirements?

- A. Scheduled Automation: File Transfer Activity > Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- B. Scheduled Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity
- C. File Drop Automation: Import File Activity > SQL Query Activity 1 > SQL Query Activity 2
- D. File Drop Automation: File Transfer Activity > Import File Activity > Filter Activity > SQL Query Activity 1

Correct Answer: B

QUESTION 5

The Northern Trail Outfitters (NTO) marketing team is launching a new email campaign. NTO's Email Specialist wants to perform quality assurance checks on the email prior to send and has asked about using the Validate functionality for this effort.

Which three items will Validate check in an email message? Choose 3 answers

- A. Each content area specified in a dynamic content rule exists.
- B. Words or phrases used may trigger spam filters.
- C. Grammar and spelling in the email text is correct.
- D. Correct syntax is used on any AMPScript in the email's code.
- E. Personalization strings map to attributes or data extension fields

Correct Answer: ADE

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