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QUESTION 1

What storage model should be used if a subscriber has more than one value for an attribute?

A. Lists

B. Profile Attribute

C. Data Extensions

D. Publication Lists

Correct Answer: B

QUESTION 2

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

A. Use exclusion lists for the send - excluding those that already were sent the email

B. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context

C. Use a SQL Query to filter the audience into a new data extension that is overwritten each day

D. Use SQL Query to filter the audience into a new data extension that is upserted every day

Correct Answer: B

QUESTION 3

Northern Trail Outfitters (NTO):

1.

Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

2.

Prefers not to use custom roles unless it is absolutely necessary.

3.

Email Specialist resides in multiple business units.

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Using best practices, how should a consultant create and assign roles for NTO?

A. Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.

B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the \\' Email Specialists.

C. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.

D. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists

Correct Answer: D

QUESTION 4

A customer needs to compare the engagement across three creative versions of an email, and then send a follow-up email for those contacts who did NOT engage with any of the test versions.

Which sequence of activities in Journey Builder should accomplish this?

A. Engagement Split > Send email > Wait By Duration > Random Split > Send email

B. Random Split > Send email > Join > Decision Split > Wait By Duration > Send email

C. Random Split > Send email > Wait By Duration > Engagement Split > Join > Send email

D. Decision Split > Send email > Engagement Split > Send email

Correct Answer: C

QUESTION 5

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

A. Create three distinct Attribute Groups that link each data extension directly to Contacts.

B. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

C. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.

D. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.

Correct Answer: D

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