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QUESTION 1

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates
in its holidays promotional email. Which feature should NTO use?

A. Enhanced Dynamic Content

B. Einstein Content Selection

C. Einstein Coy Insights

Correct Answer: B

QUESTION 2

A marketer sent a promotional email to contacts who recently attended atrade show. The data extension used for the
send contained 3,100 records. The delivery rate on the send was lower than anticipated. After viewing tracking
information, she determined many email addresses were problematic.

Which send tracking metric provides the bounce description "Address is non-existent at the domain?

A. Soft Bounce

B. Blocked Bounce

C. Hard Bounce

D. Undeliverable

Correct Answer: C

QUESTION 3

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of
using Journey Builder? Choose 3 answers

A. The ability to set criteria to segment contacts based on behavior using SQL

B. The ability to extract data from an Audience data extension for analysis

C. The ability to set goals and have the system listen to see if users met the goal

D. The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests

E. The ability to update or create Salesforce CRM objects or records

Correct Answer: CDE

QUESTION 4

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A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university\\'s marketing team wants to see the results of the email campaign.

Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

A. Subscribers who click on a specific link

B. Performance data on the Overview tab

C. Number of clicks from mobile devices

D. Images showing how the emailrendered on different devices

Correct Answer: AB

QUESTION 5

NorthernTrail Outfitters would like to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What is the correct sequence of Activities for this File Drop Starting Source?

A. Import File Activity > Send Email

B. Import File Activity > File TransferActivity > Send Email

C. File Transfer Activity > Send Email

D. File Transfer Activity > Import File Activity > Send Email

Correct Answer: D

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