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QUESTION 1

Which segment can be manually refreshed under Actions? (Choose 2)

- A. Random Group
- B. Filtered Data Extension
- C. Standard Data Extension populated by a Query
- D. Filtered Group

Correct Answer: BD

QUESTION 2

A marketer needs to create an attribute named Gender that has a drop-down menu with appropriate values in the Profile Center. How can this be accomplished? (Choose 2)

- A. Select the data type as Text
- B. Set a custom maximum length of six
- C. Create restricted values
- D. Select the attribute as required

Correct Answer: CD

QUESTION 3

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional guardrails to prevent sending the email to more subscribers than intended. Which Activity should be configured in Automation Studio to help?

- A. Send Email
- B. Verification
- C. Wait

Correct Answer: B

QUESTION 4

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. they are like Suppression lists; list of subscribers that don't want to receive your communications.



- B. subscribers who have a status (active, bounced, held, unsubscribed)
- C. May be subscribers who want to continue receiving messages.
- D. You select an Exclusion List at the time of send

Correct Answer: BCD

QUESTION 5

After sending an initial \"welcome\" email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

- A. Engagement Split
- B. Behavioral Trigger
- C. Wait Until Event

Correct Answer: B

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