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QUESTION 1

When building content for an email, what would a marketer consider in the Call to Action? (Choose 2)

A. A call to action can be text or an image based button

B. A call to action should be direct and action-oriented

C. A call toaction below the fold performs best

D. Text buttons receive more clicks than graphics

Correct Answer: CD

QUESTION 2

A marketer wants to use a filter to create a data extension that includes only records from yesterday.

Which step should they take to ensure the data extension includes newly added records?

A. Check the \\'AUTOMATICALLY REFRESH UPON SENDING\\' checkbox.

B. Configure the filter DE to auto-refresh dally in properties.

C. Schedule an automation to refresh the filter activity each day.

Correct Answer: C

QUESTION 3

A marketer at Northern Trail Outfitters is teaching new associates the essentials of designing emails for the company\\'s subscribers. What is a key component of optimized email design? (Choose 3)

A. Build email templates with HTML Paste

B. Ensure the email renders well in mobile apps

C. Include an unsubscribe button

D. Segment the email\\'s target audience

E. Included personalization and dynamic content

Correct Answer: ABE

QUESTION 4

A marketer at Northern Trail Outfitters sends a promotional offer every week to a data extension that contains all new subscribers from the previous week. What would the marketer create to automate the send and save time?

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A. A User initiated Email

B. A Simple Send Email

C. A recurringSend Schedule via Guided Send

D. A Transactional Send Classification

Correct Answer: C

QUESTION 5

Which method of storing subscriber information allows a company to doextensive external audience segmentation including additional 1:1 subscriber data the company wants for a send, and to import the data quickly?

A. Lists

B. Data Extensions

C. Lists and Data Extensions

D. Active Audiences

Correct Answer: B