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# MARKETING-CLOUD-EMAIL-SPECIALIST<sup>Q&As</sup>

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### QUESTION 1

A marketer wants website visitors to have the option to subscribe to specific publications and make updates to their profile. Which tool would the marketer use in this scenario?

- A. Subscriber Group
- B. Send Log
- C. Data Filter
- D. Web Collect

Correct Answer: D

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### QUESTION 2

The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send. Which best practice should they follow to uphold their sender reputation?

- A. Continue monitoring the bounce rate for changes.
- B. Remove the bounced addresses before the next send.
- C. Nothing -- bounce rates up to 30% are acceptable.

Correct Answer: B

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### QUESTION 3

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and opened them each week. The file needs to be encrypted and placed on the bank's external SFTP. How should the scheduled automation be configured to achieve this?

- A. SQL Query Activity > Data Extract Activity > File Transfer Activity
- B. Filter Activity > SQL Query Activity > File Transfer Activity
- C. Filter Activity > File Transfer Activity > Data Extract Activity
- D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Correct Answer: A

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### QUESTION 4

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions. Which three considerations did the consultant take into account when recommending a data extension-based model over lists? Choose 3 answers



- A. They have fewer than 15 data points.
- B. Flexible data storage is needed.
- C. They have fewer than 250,000 subscribers.
- D. They are storing product and store data.
- E. Journey Builder will be used.

Correct Answer: BDE

#### QUESTION 5

A marketing manager notices emails cluttered with images that are inconsistent with branding guidelines. Which step should they take to restrict the types of content within a content slot?

- A. Limit Content Block types allowed in Template Content Areas.
- B. Under user permissions, select limited template access.
- C. Limit the images that can be selected in each Template.

Correct Answer: A

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