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QUESTION 1

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing. Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Verification Activity
- B. Skip Automation
- C. Wait Activity

Correct Answer: C

QUESTION 2

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript. Which statement best describes how AMPscript can be used to customize email messages?

- A. Automates the template creation process
- B. Automates the flow of creating email messages
- C. Provides advanced content personalization
- D. Inserts responsive content based on the user's viewing device

Correct Answer: C

QUESTION 3

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. Responsive Design
- B. Desktop-centric Design
- C. Static Design
- D. Mobile-aware Design

Correct Answer: A

QUESTION 4



A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this.

Which strategy should be used?

- A. Website Signups
- B. List Detective
- C. Single Opt-In
- D. Double Opt-In

Correct Answer: D

QUESTION 5

Which actions are taken when a subscriber selects the "one-click unsubscribe" link at the footer of an email sent from a list?

- A. The subscriber is automatically redirected to the subscription center to unsubscribe from publications
- B. The subscriber is automatically unsubscribed from All Subscribers at the enterprise level
- C. The subscriber is automatically unsubscribed from the business unit from which the send originated
- D. The subscriber is automatically unsubscribed from the list from which the send originated

Correct Answer: A

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