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QUESTION 1

A marketer needs to send emails to all 20 members of the creative team for proofing as part of an email campaign. Which Preview \$ Test Content Personalizationoption should be used?

- A. Based on Recipient Test Data Extension
- B. Based on Subscriber Preview List or Data Extension
- C. Based on Preview

Correct Answer: A

QUESTION 2

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Correct Answer: B

QUESTION 3

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

QUESTION 4

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers\' registration information will be reflected in the same file.

How should the import of event registration data be configured?



- A. Use the Import Activity to overwrite the records in the data extension.
- B. Use the Import Wizard to add new records into the data extension.
- C. Use the Import Wizard to overwrite the records in the data extension.
- D. Use the Import Activity to add new records into the data extension.

Correct Answer: A

QUESTION 5

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- A. Select the "Preview" tab within the Classic Content tool.
- B. Create a user-initiated email to send to the list of subscribers.
- C. Use the Test Send tool to trigger copies of the email.
- D. Using the Subscriber Preview tool, cycle through the list of subscribers.

Correct Answer: D

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