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QUESTION 1

A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- A. Responsive Web template
- B. Media template
- C. Mobile-optimized template
- D. Standard template

Correct Answer: C

QUESTION 2

Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

- A. Send both email and SMS to ensure subscribers get NTO's messages.
- B. Create one Entry Source for each messaging channel.
- C. Ensure source channel is available in subscriber data.

Correct Answer: C

QUESTION 3

Northern Trail Outfitters is building a data extension that will store preference data for its subscribers. Which settings should be enabled to allow a SQL Query Activity to update the data extension?

- A. Is Sendable
- B. Nullable
- C. Primary Key

Correct Answer: C

QUESTION 4

Northern Trail Outfitters wants to utilize an Amazon S3 bucket to import data into Marketing Cloud Data Extensions. What should be used to achieve this?

- A. Ingest API



B. Import Wizard

C. Import Activity

Correct Answer: C

QUESTION 5

Northern Trail Outfitters (NTO) wants to implement a single-audience drip campaign and then, every time, create new version with tests of random audience splits with different messages. Which tool should NTO use to accomplish these iterative tests?

A. Contact Builder

B. Automation Studio

C. Journey Builder

Correct Answer: A

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