MARKETING-CLOUD-EMAIL-SPECIALIST^{Q&As}

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QUESTION 1

A marketer is using an import activity on a nightly basis to import subscriber data into a data extension. What is a true statement about the import activity? (Choose 3)

A. An import activity can be executed manually

B. The import activity is under Subscribers in the Email Application

C. An import activity can be used in an automation created in Automation Studio

D. The file for an import activity must be placed in a folder on a FTP site

E. The filefor an import activity can be on a desktop computer

Correct Answer: CDE

QUESTION 2

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

or

What is the safest, most effective way for a marketer to accomplish this task without compromising the email content?

A. Create a list composed of the management team, prepend Test" to the Subject, and use the Send Flow to send the email to the list.

B. Find each individual with Subscriber Preview and Test Send to each individual Recipient.

C. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.

D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Correct Answer: D

QUESTION 3

What is a function of the Content Detective tool?

A. It helps guarantee placement of emails into the inbox

B. It helps display content in a content box

C. It helps identify spam triggers in email content and subject lines

D. It helps track customer traffic generated by content areas within a email

Correct Answer: C

QUESTION 4

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO\\'s email tracking results?

A. Create folders in My Tracking and select where to send results when sending an email.

B. Give emails unique names so they are easier to find in the tracking sends tab.

C. Remove old tracking results on a regular basis to declutter the results list.

Correct Answer: A

QUESTION 5

Where do you click Connect Campaign toassociate a campaign with a journey?

A. Journey Builder

B. The Campaign Messages component on the campaign record

C. The Campaign Messages component on the Lead or Contact record

D. Email Studio

Correct Answer: A

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