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QUESTION 1

A marketer wants to overwrite the data in a data extension on a daily basis using Automation Studio. What can the marketer do to accomplish this task?

- A. Create an import using the Import Wizard in Automation Studio.
- B. Create an Import Activity and execute it manually.
- C. Create an import using the Import Wizard in the Email Application.
- D. Create an Import Activity to use in a workflow in Automation Studio.

Correct Answer: D

QUESTION 2

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 3

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Limit the email text to 250 words
- B. Personalize the email content
- C. Segment the audience for the email
- D. Use an infographic email template

Correct Answer: B

QUESTION 4

A marketer is about to introduce Content Builder to the entire Northern Trail Outfitters' marketing team.

Which three considerations should the marketing team keep in mind as they begin using Content Builder? Choose 3



answers

- A. Create a folder structure prior to importing assets.
- B. Import duplicate copies of content for different messages or groups.
- C. Establish a naming convention optimized for search.
- D. Review permissions and roles for users accessing Content Builder.
- E. Focus on creating and importing content for one primary channel.

Correct Answer: ACD

QUESTION 5

What are the ways that data can be imported into the marketing cloud? (Choose 3)

- A. Import Activity
- B. Import Wizard
- C. API
- D. Query Activity

Correct Answer: ABC

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