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QUESTION 1

Northern Trail Outfitters has a Master Customer shared dataextension. The company wants to make the table available
to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

A. Shared Data Extension Permissions

B. Date/Time Range for Access

C. Data Extension Sharing Rules

D. Manage Data Extension Policies

Correct Answer: A

QUESTION 2

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer
then receives a message from their manager that changes are needed and email approval has been withdrawn. What
should happen with the scheduled send, if no other action is taken?

A. The Send is paused unit approved again.

B. The send is canceled when the approval is withdrawn.

C. The originally approved version of the email will send.

Correct Answer: C

QUESTION 3

Northern Trail Outfitters it sending a welcome email to a new group of customers. When the marketer deploys the email,
no one receives it. Which configuration caused the send to fail?

A. Two fields with \\'EmailAddress\\' data type

B. Failure to choose the send classification

C. Incorrect Sending Relationship

Correct Answer: A

QUESTION 4

To make a data extension sendable what mustit contain. (Select Two)

A. Email Address

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B. Primary Key

C. Subscriber Key

D. Link ToolTip

Correct Answer: AC

QUESTION 5

What is a personalization string?

A. A snippet of text that insertssubscriber attributes into an email

B. An automated way of scraping a website for content to populate inside of an email

C. The snippet of text at the top of the email that is visible before an email has been opened

D. A content area that will display based on a subscriber attribute

Correct Answer: A