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## Essentials for Marketing Cloud Email Marketers

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**QUESTION 1**

A marketer wants to send the same email with the same send properties in several automations. Which activity should be created within Automation Studio?

A. Triggered Send

B. Send Email

C. Automated Send

D. Template Send

Correct Answer: C

**QUESTION 2**

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day. What tools should be used to accomplish this?

A. Journey Builder Fire Event Entry Source

B. Automation Studio Schedule Starting Source

C. Automation Studio File Drop Starting Source

D. Journey Builder Import Activity Entry Source

Correct Answer: C

**QUESTION 3**

A marketer wants to ensure that emails follow the basic brand guidelines. Which feature helps ensure emails have the correct layout and logos?

A. Email templates

B. Preference Management

C. Portfolio

D. Data Extensions

Correct Answer: A

**QUESTION 4**

Which method of storing subscriber information allows a marketer to easily create different subscriptions that

subscribers can opt into from the default Subscription Center?

A. Lists and Data Extensions

B. Active Audiences

C. Lists

D. Data Extensions

Correct Answer: A

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**QUESTION 5**

The marketing manager of Northern Trail Outfitters is interested in A/B testing emails in order to increase

subscriber engagement.

Which two practices should the marketing manager employ? (Choose two.)

A. Offer a special discount for opening the email.

B. Use a large sample size.

C. Wait at least 24 hours before declaring a winner.

D. Test multiple variations concurrently.

Correct Answer: BC

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