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QUESTION 1

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. Click activity will be cross-referenced with subscribers\\' regional markets on a master subscriber data extension.

What skill set should the customer team have for this solution to be viable?

A. HTML

B. SSJS

C. AMPscript

D. SQL

Correct Answer: B

QUESTION 2

Which three statements are correct regarding the automation tools in Marketing Cloud?

Choose 3 answers

A. Automation Studio and Journey Builder allow users to repeat an interaction indefinitely.

B. Journey Builder allows users to inject Contacts from a data extension which is updated by Automation Studio.

C. Journey Builder allows users to update a contact record in a journey or import data into a data extension.

D. Automation Studio and Journey Builder allow users to define a wait activity based on duration.

E. Automation Studio and Journey Builder allow users to define the parameters of a send within the tool.

Correct Answer: ABE

QUESTION 3

Northern Trail Outfitters (NTO) account will be used for email communications with its clients and employees. They want to send from two different subdomains, so they have delegated e.nto.com as their SAP domain and mail.nto.com as an additional Private Domain.

Which statement describes how this will impact the account?

A. Links within emails will be wrapped with the same subdomain used for the From Address within the Sender Profile.

B. Links within emails will be wrapped with e.nto.com, but images within Content Builder will use mail.nto.com.

C. Links within emails will be wrapped with mail.nto.com, nut images within Content Builder will use e.nto.com.

D. Links within emails will be wrapped with e.nto.com, and images within Content Builder will use e.nto.com

Correct Answer: D

QUESTION 4

Northern Trail Outfitters wants to suppress their highly engaged email subscribers (multiple opens and clicks for a target campaign) from active display campaigns to reduce overall cost and eliminate unnecessary targeting to the user.

What should be recommended?

A. Google Analytics 360

B. Data Studio

C. Einstein Engagement Scoring

D. Audience Studio

Correct Answer: C

QUESTION 5

A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men\\'s shoes to males in the audience and women\\'s shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?

A. AMPscript LookupRows function

B. A/B Test Content type

C. AMPscript conditional against the Gender field

D. Dynamic Content Block

Correct Answer: D

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