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QUESTION 1

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

A. Use exclusion lists for the send - excluding those that already were sent the email

B. Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context

C. Use a SQL Query to filter the audience into a new data extension that is overwritten each day

D. Use SQL Query to filter the audience into a new data extension that is upserted every day

Correct Answer: B

QUESTION 2

When joining a data extension in Contact Builder, in which scenario should a consultant mark the Use as Root checkbox?

A. Supplemental data for an interaction in Journey Builder.

B. Database of record other than All Subscribers.

C. One-to- Many Relationship to the Contact Record.

D. Data for both Email and MobileConnect sends.

Correct Answer: B

QUESTION 3

A customer wants to automate a series of three emails as part of a Membership renewal drip campaign.

1.

Email #1 will be sent one month prior to the member\\'s renewal date

2.

Email #2 will be sent one week prior to the member\\'s renewal date

3.

Email #3 will be sent on the member\\'s renewal date

4.

A master audience is updated in real time via the API

Which steps should be included in the customer\\'s automation?

A. Import activity -> Three filter activities -> Three send definitions to the filtered audiences

B. Three send definitions to the master data extension

C. Import activity -> Three send definitions to the master data extension

D. Three filter activities -> Three send definitions to the filtered audiences

Correct Answer: D

QUESTION 4

NTO wants not only to send to their best customers, but also those most likely to buy.

What data will be helpful to send out an email which increases purchase frequency? Choose All that apply

A. last purchase date

B. proximity to store

C. lifetime purchase value

D. conversion rate

Correct Answer: ACD

QUESTION 5

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

A. Use the Organization-Wide Email address.

B. Use a custom Delivery Profile.

C. Use a custom Send Classification.

D. Use the Send From Record Owner option

Correct Answer: CD

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