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QUESTION 1

Northern Trail Outfitters has hired a new email designer who needs to be trained in AMPscript. Which statement best describes how AMPscript can be used to customize email messages?

A. Automates the template creation process

B. Automates the flow of creating email messages

C. Provides advanced content personalization

D. Inserts responsive content based on the user\'s viewing device

Correct Answer: C

QUESTION 2

NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup foreach campaign.

A. Delivery profiles

B. Sender profile

C. Profile attributes D. send flow

Correct Answer: B

QUESTION 3

Northern Trail Outfitters (NTO) is going through IP address warming and would like to understand the metrics of the email sends on a domain level.

Which out-of-the-box report should NTO use to get this information to refine to its sending methods?

A. Email Performance by Domain

B. Recent Email Send Summary

C. Email Sends by User

Correct Answer: A

QUESTION 4

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 5

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is thesafest most effective way for a marketer to accomplish this task without the compromising email content.

A. create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.

B. find each individual with subscriber preview and test send to each individual recipient

C. create a test data extension composed of the management team and test send to the test data extension

D. create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Correct Answer: D

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