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QUESTION 1

A marketer for Northern Trail Outfitters needs to share multiple assets in ContentBuilder for a campaign with another business unit in their account. How should the marketer share these assets?

A. Individually share each asset with the other business unit in Content Builder.

B. Move the content into the Shared Content folder inContent Builder.

C. Create and share a new folder for the assets in Content Builder.

D. Switch to Classic Content to move the assets into the Shared Content folder.

Correct Answer: B

QUESTION 2

Which two features can be inserted into the code using a system-defined code snippet when creating a custom HTML Paste Email within Content Builder? (Choose two.)

A. Link Tooltip

B. Stored Content Boxes

C. Track Email Opens

D. Physical Mailing Address

Correct Answer: CD

QUESTION 3

Northern Trail Outfitters is using a Smart Capture form on a CloudPage to capture contest registrations in a data extension. Corporate has requested a nightly file with all registrants in this data extension be sent daily from Marketing Cloud to an external SFTP. Which automation configuration should be used to achieve this?

A. Scheduled Automation > SQL Query Activity > File Transfer Activity

B. File Drop Automation > Data Extract Activity > File Transfer Activity

C. Scheduled Automation> Data Extract Activity > File Transfer Activity

D. File Drop Automation > SQL Query Activity > File Transfer Activity

Correct Answer: B

QUESTION 4

The marketing team at a bank needs to receive a file of all subscribers who were sent payment reminder emails and

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opened them each week. The file needs to be encrypted and placed on the bank\\'s external SFTP. How should the scheduled automation be configured to achieve this?

A. SQL Query Activity > Data Extract Activity > File Transfer Activity

B. Filter Activity > SQL Query Activity > File Transfer Activity

C. Rlter Activity >File Transfer Activity > Data Extract Activity

D. Data Extract Activity > SQL Query Activity > File Transfer Activity

Correct Answer: A

QUESTION 5

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company\\'s daily sends. NTO\\'s marketing team is concerned about this send affecting deliverability. Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

A. Einstein Engagement Frequency

B. Send Throttling

C. Sender Authentication Package

Correct Answer: B