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QUESTION 1

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website. What should NTO configure in Path Optimizer?

- A. Web Conversion
- B. Manual Engagement
- C. Email Engagement

Correct Answer: A

QUESTION 2

Where can a marketer see the performance summary of a recent email send?

- A. Summary tab
- B. Job Links tab within Tracking
- C. Overview Tab within Tracking
- D. Send Performance Tab

Correct Answer: C

QUESTION 3

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

- A. Enhanced Dynamic Content Blocks
- B. AMPscript Search Functions
- C. Personalization Strings

Correct Answer: B

QUESTION 4

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?



- A. Path Optimizer
- B. Google Analytics Audience
- C. Einstein Engagement Scoring

Correct Answer: B

QUESTION 5

A marketer is implementing a cart abandonment experience for customers and wants to build an automated send based on new additions to the data extension. However, the send is failing when a coupon bank runs out of codes and cannot be displayed in the email.

Which Automation Studio activity is preventing the email from sending?

- A. SQL Query
- B. RaiseError
- C. Verification

Correct Answer: B

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