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QUESTION 1

Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- A. Send Flow
- B. User-Initiated Email
- C. Send Activity
- D. Guided Send

Correct Answer: D

QUESTION 2

Northern Trail Outfitters (NTO) sends 500,000 emails per month and shares its sending domain and IP with other customers. Which action ensures NTO's sending reputation remains intact?

- A. Implement an SAP with Private Domain and a Dedicated IP.
- B. Request three Dedicated IPs to spread out the sending volume.
- C. Request a Private Domain to leverage SPF and DKIM authentication.

Correct Answer: A

QUESTION 3

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. they are like Suppression lists; list of subscribers that don't want to receive your communications.
- B. subscribers who have a status (active, bounced, held, unsubscribed)
- C. May be subscribers who want to continue receiving messages.
- D. You select an Exclusion List at the time of send

Correct Answer: BCD

QUESTION 4

Northern Trail Outfitters wants to optimize email engagement. Which elements could they test using the A/B Test feature?



- A. From Name, Preheader, and Dynamic Rules
- B. From Name, Sender Profile, and Subject Line
- C. From Name, Sender Profile, and Domain
- D. From Name, Preheader, and Subject Line

Correct Answer: D

Reference: <https://www.mailerlite.com/ultimate-guide-to-email-marketing/ab-testing>

QUESTION 5

After sending an initial \"welcome\" email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

- A. Engagement Split
- B. Behavioral Trigger
- C. Wait Until Event

Correct Answer: B

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