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Essentials for Marketing Cloud Email Marketers

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QUESTION 1

What\'s the purpose of the Customized Shortcuts section under the Overview tab of the Email section in Exact Target?

A. Allows you to create custom actions for your marketing.

B. Allows you to create Email

C. Allows you to access you most frequent tasks quickly

D. Allows you to view past and pending emails.

Correct Answer: C

QUESTION 2

Which type of data can a subscriber easily update via the Profile Center? (Choose 2)

A. Email Address

B. Data Extension Fields

C. Order History

D. List Attributes

Correct Answer: AD

QUESTION 3

Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data exists in that field for a subscriber when using a personalization string to display the First_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

A. Ensure the Nullable box is not checked for the First_Name field

B. Fill in the source data with "Valued Customer" for each blank First_Name field

C. Mark First_Name as the Primary Key

D. Make "Valued Customer" the Default Value for the First_Name field

Correct Answer: D

QUESTION 4

What is a function of the Content Detective tool?

A. It helps guarantee placement of emails into the inbox

B. It helps display content in a content box

C. It helps identify spam triggers in email content and subject lines

D. It helps track customer traffic generated by content areas within a email

Correct Answer: C

QUESTION 5

Northern Train Outfitters wants to make sure that a First Name and Last Name are always included when importing subscribers to a data extension. How can a marketer ensure that subscribers are imported with data in both of these fields?

A. Make the First Name and Last name columns Primary Keys

B. Ensure the Nullable property is unchecked for the First Name and Last Name columns

C. Check the Nullable property for the First Name and Last Name columns

D. Set up a default value for the column

Correct Answer: A