

MARKETING-CLOUD-EMAIL- SPECIALIST^{Q&As}

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QUESTION 1

A marketing team is using two systems to send emails. The team wants to maintain unsubscribe information between both of the systems.

In order to remain compliant, they would like to update Marketing Cloud subscription status weekly based on unsubscribes from the other system.

Which solution should they use to maintain subscriber status?

- A. Import unsubscribes into a data extension, then update status with a query.
- B. Create an automation triggered on unsubscribes from the other system.
- C. Create a suppression workflow for the unsubscribed accounts.
- D. Import unsubscribes with the appropriate status into All Subscribers.

Correct Answer: D

QUESTION 2

A marketer needs to share report results with a manager.

When using Reports in the Marketing Cloud user interface, which three options can be used to deliver the report to the manager? Choose 3 answers

- A. Email the report.
- B. Text a link to the report.
- C. Notify the manager with a pop-up.
- D. Save the report as a Snapshot.
- E. Save the report to an SFTP folder.

Correct Answer: ADE

QUESTION 3

Which 3 options are available to create a template in marketing cloud? Choose 3

- A. Content Builder
- B. Template Editor
- C. Paste HTML
- D. Mobile Template Editor

Correct Answer: ABC

QUESTION 4

Northern Trail Outfitters (NTO) receives a complaint from a long-time customer who claims that, despite providing an updated email address, they are still receiving emails at an old address. NTO confirms that the customer's new email address is stored in the target data extension.

What is preventing the customer from receiving emails at their new address?

- A. The new email address is from an unsupported domain.
- B. The email address has not been updated in All Subscribers.
- C. The customer has not opted in again with the new address.

Correct Answer: B

QUESTION 5

Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP. How should the automation be configured to run?

- A. Schedule the automation to run hourly.
- B. Trigger the automation via API.
- C. Use a File Drop starting source.

Correct Answer: B

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