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QUESTION 1

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending. How should the automation workflow be built to accomplish this?

A. Add each Send Email activity to different steps in an automation.

B. Include a Verification activity between each step of an automation.

C. Add each Send Email activity to a single step in an automation.

Correct Answer: A

QUESTION 2

Northern Trail Outfitters is implementing Marketing Cloud and is unsure whether to use lists or data extensions. Their consultant recommended they use data extensions. Which three considerations did the consultant take into account when recommending a dataextension-based model over lists? Choose 3 answers

A. They have fewer than 15 data points.

B. Flexible data storage is needed.

C. They have fewer than 250,000 subscribers.

D. They are storing product and store data.

E. Journey Builder will be used.

Correct Answer: BDE

QUESTION 3

Northern Trail Outfitters has Content Builder Approvals enabled. An email is approved and scheduled, but an error is found that was missed by the approver. What action should be taken to prevent the email from sending?

A. Cancel the scheduled send

B. Refresh the email before it is sent

C. Withdraw approval of the email

D. Make needed change to the email

Correct Answer: A

Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_cancel_scheduled_send.htmandlanguage=en_USandr=https%3A%2F%2Fwww.google.com%2Fandtype=5

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QUESTION 4

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate ofcustomers that have been
through a Welcome Series Journey in the last 7 days. Where should they find this dashboard?

A. Journey Builder - Journey History

B. Datorama Reports - Journey Performance

C. Reports - Journey Engagement

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) uses link aliases within the HTML versions of its emails toindicate where clicks occurred,
even if the same URL is used multiple times within a send. A marketing employee has been asked to pull the email
addresses of all customers who clicked on the link associated with "Main Banner Top" in NTO\\'s most recent
newsletter.

Where can the marketer most easily find this information?

A. Tracking Job Links tab > URL ID

B. Tracking Click Activity tab > Email Overlay View

C. Tracking Overviewtab > Clicks

D. Tracking Click Activity tab > Link View

Correct Answer: D

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