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QUESTION 1

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize
the From Name in emails with the targeted customer\\'s specific representative.

Which functionalities accomplish the requested configuration?

A. Delivery Profile and AMPscript Lookup

B. Send Classification and Subscriber Attributes

C. Sender Profile and AMPscript Lookup

Correct Answer: C

QUESTION 2

An email marketing team is setting up a campaign to message customers who register for an event. The registration
data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the
customers\\' registration information will be reflected in the same file.

How should the import of event registration data be configured?

A. Use the Import Activity to overwrite the records in the data extension.

B. Use the Import Wizard to add new records into the data extension.

C. Use the Import Wizard to overwrite the records in the data extension.

D. Use the Import Activity to add newrecords into the data extension.

Correct Answer: A

QUESTION 3

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using
Artificial Intelligence. Which standard tool bestdoes this?

A. Einstein Copy Insights

B. Einstein Email Recommendations

C. Einstein Messaging Insights

Correct Answer: A

QUESTION 4

A file is received daily from a data provider to theaccount FTP. This file needs to be imported into the Marketing Cloud

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as soon as it arrives. The arrival time of this file varies by several hours day to day. What tool should be used to accomplish this?

A. Automation Studio Scheduled Automation

B. Automation Studio File Drop Automation

C. Journey Builder Fire Event

D. Journey Builder Import Activity

Correct Answer: B

QUESTION 5

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achievethis in real time?

A. SQL Query activities

B. File Drop Automations

C. APIs

Correct Answer: C

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