

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

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QUESTION 1

A marketing team is using the Import Activity to import a CSV file into a data extension. The file location is the system default File Location: Enhanced SFTP. The import has failed and the error is `File Not Found.`

Which two steps should resolve the issue? Choose 2 answers

- A. Use the Import Wizard to point to rename the file on the Enhanced SFTP.
- B. Ensure the file to be imported is in the Import Folder on the Enhanced SFTP.
- C. Ensure the name of the file in the Import Activity matches the file name on the SFTP.
- D. Change the file format from "comma separated value" to "tab delimited."

Correct Answer: BC

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

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Confirm that each content area specified in the dynamic content rules exists
- C. Identify phrases like "click here" or "Free!" that could be marked as spam
- D. Ensure subscribers status at the time of send is Subscribed or Bounced

Correct Answer: B

QUESTION 4

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different emailclients.

Which tool should the marketer use?

- A. Content Detective
- B. Test Send
- C. Send Preview

Correct Answer: B

QUESTION 5

NTO email teams creating a reusable content block for its deals torun with campaign, NTO will cross promote these campaign in other emails in a single column content area this content will have one Image with text below it, how can the NTO email team create one content area and reuse it across other emails using contentbuilder without writing any custom html.

- A. Create an image content block that accommodates pictures
- B. create a free flow content block that accommodates text and images
- C. create an html content block and code the content by hand
- D. create a text contentblock that accommodates text

Correct Answer: B

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