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QUESTION 1

How do you use data designer to link the web analytics data to your subscriber data?

A. Use a marketing cloud data extension

Correct Answer: A

QUESTION 2

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

A. Salesforce Data Entry, SQL Query Activity, Task Activity

B. Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity

C. API Event Entry, SQL Query Activity, Task Activity

D. Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity

Correct Answer: B

QUESTION 3

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend.

What action should be taken to increase subscriber engagement? Choose 2 answers

A. Increase volume of emails to a wider audience

B. Increase the use of dynamic content in emails

C. Adopt a Cart Abandonment Email Campaign

D. Introduce more identity verification steps in check out process

Correct Answer: BC

QUESTION 4

A customer needs to compare the engagement across three creative versions, and then send a follow-up email for those contacts who did not engage with any of the test versions.

Which sequence of activities would best accomplish this?

A. Engagement Split > Send email > Wait > Random Split > Send email

B. Random Split > Send email > Join > Decision Split > Wait > Send email

C. Random Split > Send email > Wait > Engagement Split > Join > Send email

D. Decision Split > Send email > Engagement Split > Send email

Correct Answer: C

QUESTION 5

Northern Trail Outfitters wants to monitor available coupon codes and sends a notification to their email specialist instructing them to request more codes for importing if the available coupon count falls below 500 available codes.

Which two activities would be automation? Choose 2 answers

A. Import Activity

B. Verification Activity

C. Data Extract Activity

D. Filter Activity

Correct Answer: BD

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