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QUESTION 1

A marketer want to personalize an email with real-time weather information from the Sunny Sky API.

What tool should be used to parse and display the response within the email?

- A. Node.JS
- B. Apex
- C. SSJS
- D. GTL

Correct Answer: A

QUESTION 2

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Text Response
- B. Info Capture
- C. Outbound
- D. Data Capture

Correct Answer: AB

QUESTION 3

An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.

What method should the team use?

- A. Send Logs
- B. Data views
- C. Tracking Extracts
- D. Scheduled Reports

Correct Answer: D

QUESTION 4

A marketer wants to create and edit email content, as well as generate reports and manage subscriber data.

Using the principle of least privilege, which two pre-defined roles should be assigned? Choose 2 answers

- A. Analyst
- B. Administrator
- C. Data Manager
- D. Content Creator

Correct Answer: AD

QUESTION 5

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, is housed in a separate data extension than the one used for journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the journey source and transaction data extensions.

Which activity would they use to accomplish this?

- A. Decision Split Activity using both Contact and Journey Data
- B. Decision Split Activity using only Journey Data
- C. Einstein Split Activity
- D. Decision Split Activity using only Contact Data

Correct Answer: D

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