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2 / 4

QUESTION 1

Which file type delimiter is available in the Import Wizard? (Choose 3)

A. Pipe

B. Other

C. Comma

D. Fixed Length

E. Tab

Correct Answer: BCE

QUESTION 2

Which variable can be tested using the A/B testing tool? (Choose 3)

A. Email content

B. Pre-header

C. IP Address

D. From Name

E. ISP

Correct Answer: ABD

QUESTION 3

What do you create in Marketing Cloud to test the Distributed Marketing setup in Sales Cloud?

A. Sender and recipient profiles

B. Campaign and journey

C. Email and journey

D. Journey and contact

Correct Answer: C

QUESTION 4

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 5

A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

A. Use image-based text for hero graphics.

B. Cut content to make the message fit above the fold.

C. Keep copy simple and direct.

D. Stack the content in a single column.

E. Design with the most important content at the top.

Correct Answer: CDE

CDE are the three design best practices that the marketer would use while designing an email for mobile devices.

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4 / 4