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QUESTION 1

A data administrator is creating a new data extension to store product catalog data. Character length limit is specified for each field. What are two benefits of ensuring field lengths are accurate? (Choose two.)

A. To ensure data integrity

B. To determine the correct data type

C. To optimize import process speed

D. To save the data extension

Correct Answer: AD

QUESTION 2

Northern Train Outfitters needs to ensure that "Valued Customer" appears if no data existsin that field for a subscriber when using a personalization string to display the First_Name field in a data extension. How can the Marketer most easily achieve this during creation of the data extension?

A. Ensure the Nullable box is not checked for theFirst_Name field

B. Fill in the source data with "Valued Customer" for each blank First_Name field

C. Mark First_Name as the Primary Key

D. Make "Valued Customer" the Default Value for the First_Name field

Correct Answer: D

QUESTION 3

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messagessent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO\\'s program?

A. Add complementary SMS campaigns.

B. Create more focused segmented lists for messaging.

C. Focus on action-driven subject lines.

Correct Answer: A

QUESTION 4

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 5

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company\\'s daily sends. NTO\\'s marketing team is concerned about this send affecting deliverability. Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

A. Einstein Engagement Frequency

B. Send Throttling

C. Sender Authentication Package

Correct Answer: B

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