

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

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QUESTION 1

Which two subscriber audiences can be created by using Measures in a Data Filter. Choose 2 Answers

- A. Subscriber within a 30-miles radius of a zip code
- B. Subscribers who have submitted spam complaints in the last week
- C. Subscriber who have opened an email in the past 30 days
- D. Subscriber who have not clicked in the past three months

Correct Answer: CD

QUESTION 2

What are Exclusion Lists in the marketing cloud and how are they used? (Choose all that apply)

- A. they are like Suppression lists; list of subscribers that don't want to receive your communications.
- B. subscribers who have a status (active, bounced, held, unsubscribed)
- C. May be subscribers who want to continue receiving messages.
- D. You select an Exclusion List at the time of send

Correct Answer: BCD

QUESTION 3

A marketing team has a series of emails that will be sent to prospective customers. The audience will be built from data stored in two data extensions. they would like to test engagement across multiple versions of the creative to determine which is most effective. Which tools will accomplish this?

- A. Email Studio and Audience Builder
- B. Automation Studio and Journey Builder
- C. Journey Builder and Email Studio
- D. Automation Studio and Content builder

Correct Answer: C

QUESTION 4

The website team at Northern Trail Outfitters has noticed performance issues on the site when the marketing team sends promotional emails. What should the marketer do to prevent this problem?

- A. Use Einstein Frequency Split in Journey Builder
- B. Segment email sends by domain.
- C. Configure Send Throttling.

Correct Answer: C

QUESTION 5

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. Click Through Rates
- B. List Growth Rates
- C. Influenced Revenue
- D. Bounce Rate

Correct Answer: A

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