

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

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QUESTION 1

Northern Trail Outfitters (NTO) is having its annual footwear sale. NTO wants to top its revenue from last year's sale. The campaign last year was a series of emails targeting NTO customers who expressed a specific interest in footwear.

Which additional tactic should improve on NTO's targeted segmentation?

- A. Full-width lifestyle imagery featuring attractive people
- B. Images of products that the customer has previously purchased
- C. Personalized imagery influenced by subscriber preferences
- D. Content focused on winter sports items for holiday shopping

Correct Answer: C

QUESTION 2

Northern Trail Outfitters (NTO) wants to leverage Path Optimizer to test new marketing content. The best path will be selected based on the orders placed on NTO's website. What should NTO configure in Path Optimizer?

- A. Email Engagement
- B. Manual Engagement
- C. Web Conversion

Correct Answer: A

QUESTION 3

Within Datorama reports for Marketing Cloud, a marketer would like to create new set of report for the organization that are custom and not available within the preconfigured reports.

What should be created to achieve this?

- A. A collection
- B. A Dimension
- C. A Dashboard

Correct Answer: A

QUESTION 4

Northern Trail Outfitters wants to display the current date in order emails. What could they use to display the date in real-time?

- A. Reference Content
- B. AMPscript
- C. Enhanced Dynamic Content
- D. Live Content

Correct Answer: B

QUESTION 5

Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that the correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment once it is tested. Which two tools should be used to test and configure the segment? (Choose two.)

- A. Data Filter
- B. Filter Activity
- C. SQL Query Activity
- D. Filtered Group

Correct Answer: BD

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