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QUESTION 1

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days. Where should they find this dashboard?

- A. Journey Builder - Journey History
- B. Datorama Reports - Journey Performance
- C. Reports - Journey Engagement

Correct Answer: B

QUESTION 2

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 3

Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- A. Decision Splits
- B. Goals
- C. Exits

Correct Answer: B

QUESTION 4

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app. Which text should be used for the call-to-action button to drive the most engagement?

- A. Download now
- B. Download out new mobile app here
- C. Out new mobile app

Correct Answer: A

QUESTION 5

A marketing associate wants to use the Validate button to ensure an email is CAN-SPAM compliant. What information does the associate need to provide in order for the email to pass validation? (Choose 2)

- A. Profile Center URL
- B. Company Website URL
- C. Physical Mailing Address
- D. Terms and Conditions Policy

Correct Answer: AC

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