Question 1

How can AMP script customize email messages?

A: Provide advanced content personalization

B: Insert responsive content based on the user's viewing device.

C: Automate the flow of creating email messages.

D: Automate the template creation process.

1. Northern Train Outfitters wants to display different content

areas based on the subscriber data.

What can be used to accomplish

this? Choose 2 answers

Options:

A) Profile Mapping

B) AMP script

C) Dynamic Content

D) Personalization Strings

Answer:

B, C

Question 2

Question Type: **MultipleChoice**

Where do you click Connect Campaign to associate a campaign with a journey?

Options:

A) Journey Builder

B) The Campaign Messages component on the campaign record

C) The Campaign Messages component on the Lead or Contact record

D) Email Studio

Answer:

A

Question 3

Question Type: MultipleChoice

If all subscribers reside within a single master data extension, what is the optimal way

to manage unsubscribes by communication type?

Options:

A) Create a profile attribute or data extension field for each communication type, and use
a boolean value to capture subscriber status

B) Create suppression lists for each communication type, and associate the suppression
list with the email in the user-initiated send definition

C) Create separate lists or data extensions for each communication type, and create a filter
to segment subscribers into the applicable lists or data extensions

D) Create publications lists for each communication type, and associate the publication
list with the email send in the user-initiated send definition

Answer:

D

Question 4

Question Type: MultipleChoice

NTO is looking at using Journey Builder rather than Automation Studio to send emails. What are the three benefits of using Journey Builder? Choose 3 answers

Options:

A) The ability to set criteria to segment contacts based on behavior using SQL

B) The ability to extract data from an Audience data extension for analysis

C) The ability to set goals and have the system listen to see if users met the goal

D) The ability to setup A/B/N tests as part of the workflow to conduct timing and creative tests

E) The ability to update or create Salesforce CRM objects or records

Answer:

C, D, E

Explanation:

https://help.salesforce.com/articleView?id=mc_jb_schedule_an_audience.htm&type=5

Question 5

Question Type: **MultipleChoice**

A Marketer Sends an email to a Sendable data extension. The Data Extension has a

Subscriber relationship that matches Customer_ID on the data extension to Subscriber

Key on the All Subscriber Lists.

Options:

A) The email will be sent to the email address stored on All Subscriber Lists

B) The email will be sent to the email address stored on Data Extension

C) The email will be sent to the field marked as the Primary Key

D) The email will be sent to the subscriber Key on All Subscribers List

Answer:

A

Question 6

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber dat

a. Which two types

of data can subscribers easily update via the default Profile Center? Choose 2 answers

Options:

A) Data Extension Fields

B) Email Address

C) Order History

D) List Attributes

Answer:

B, D

Question 7

Question Type: **MultipleChoice**

Which method of storing subscriber information allows a company to do extensive

external audience segmentation including additional 1:1 subscriber data the company

wants for a send, and to import the data quickly?

Options:

A) Lists

B) Data Extensions

C) Lists and Data Extensions

D) Active Audiences

Answer:

B