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Question: 3

As part of their brand guidelines, Northern Trail Outfitters (NTO) uses a custom brand font for all print marketing materials. NTO wants to use their custom brand font in email as well. What is the recommended best practice for font usage in email?

- A. Use a web-safe font for text that closely matches the brand's custom font.
- B. Build an email as one image, with all text saved in the brand font.
- C. Edit an email's HTML to list the custom brand font in the style tag's font-family property.
- D. Build an email using multiple images, with all text saved in the brand font.

Answer: A

Question: 4

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history.

That database only updates once a day where new records can be created and merged.

The database uses an "Email ID," which is a numeric field that represents both the business unit and email address.

The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed?

Choose 3 answers

- A. How will Marketing Cloud and the database sync up?
- B. Will new users have an "Email ID"?
- C. What will be used as Subscriber Key?
- D. What publication lists will be used?
- E. Will the company need a custom preference center?

Answer: A, B, C

Question: 5

Northern Trail Outfitters is noticing a gradual decline in the percentage of conversions per emails sent in their digital marketing campaign. A new initiative is being adopted to reverse the trend

What action should be taken to increase subscriber engagement?

Choose 2 answers

- A. Increase volume of emails to a wider audience.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q12-Q17):

NEW QUESTION # 12

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

- **A. Journey Builder using a Random Split with three branches.**
- B. Journey Builder using a Decision Split with three branches.
- C. Automation Studio with three separate Welcome automations.
- D. A series of A/B tests to determine the number of emails.

Answer: A

NEW QUESTION # 13

Which three content blocks do you need to create using AMPscript to enable personalization?

- A. First Name, Introduction, Conclusion
- B. Greeting, First Name, Last Name
- **C. Greeting, Introduction, Conclusion**
- D. Full Name, Introduction, Conclusion

Answer: C

NEW QUESTION # 14

When creating a custom email with the HTML Paste Editor, which feature can be inserted into the HTML code by using the Insert Tools? (Choose 2)

- **A. Email Open Tracking**
- B. Stored Content Boxes
- **C. Link tooltips**
- D. Physical Mailing address

Answer: A,C

NEW QUESTION # 15

A 15-person management team wants to review test emails in Content Builder prior to live deployment based on content that is personalized for them but is clearly noted as a test email.

How should a marketer accomplish this task without compromising the email content?

- A. Find each individual with Subscriber Preview and Test Send to each individual Recipient.
- B. Create a data extension composed of the management team, create a User-Initiated Send Definition, select the email, prepend "Test" to the Subject, select the data extension, and send the email.
- **C. Create a list composed of the management team, prepend "Test" to the Subject, and use the Send Flow to send the email to the list.**
- D. Create a Test data extension composed of the management team and Test Send to the Test data extension.

Answer: C

NEW QUESTION # 16

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a 'thankyou' email the first time they show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Email Send to dedupe on email address.
- B. Configure Journey Entry Event to 'allow no re-entry.'
- **C. Configure Journey Settings to 'allow no re-entry.'**

Answer: C

NEW QUESTION # 17

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