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QUESTION 1

What is a purpose of marking an attribute as hidden?

A. The attribute is not available for CAN-SPAM compliance

B. The attribute is not available to store data

C. The attribute is not available to other users in the account

D. The attribute is not available to subscribers on the Profile Center

Correct Answer: D

QUESTION 2

What information and data about the performance of an individual send can be exported from the tracking details?

A. Subscribers who click on a specific link

B. Images showing how the emailrendered on different devices

C. Number of clicks from mobile devices

D. Performance data on the Overview Tab

Correct Answer: AC

QUESTION 3

Following a batch email send. Northern Trail Outfitters wants to update an email link\\'s URL. Which action should be recommended?

A. Navigate to the email in Content Builder and update the URL.

B. Navigate to the JobLinks tab In My Tracking and update the URL.

C. Navigate to URL Expiration in Setup and update the URL.

Correct Answer: B

QUESTION 4

What is a function of the Content Detective tool?

A. It helps guarantee placement of emails into the inbox

B. It helps display content in a content box

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C. It helps identify spam triggers in email content and subject lines

D. It helps track customer traffic generated by content areas within a email

Correct Answer: C

QUESTION 5

A file is received daily from a data provider to theaccount FTP. This file needs to be imported into the Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours day to day. What tool should be used to accomplish this?

A. Automation Studio Scheduled Automation

B. Automation Studio File Drop Automation

C. Journey Builder Fire Event

D. Journey Builder Import Activity

Correct Answer: B

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