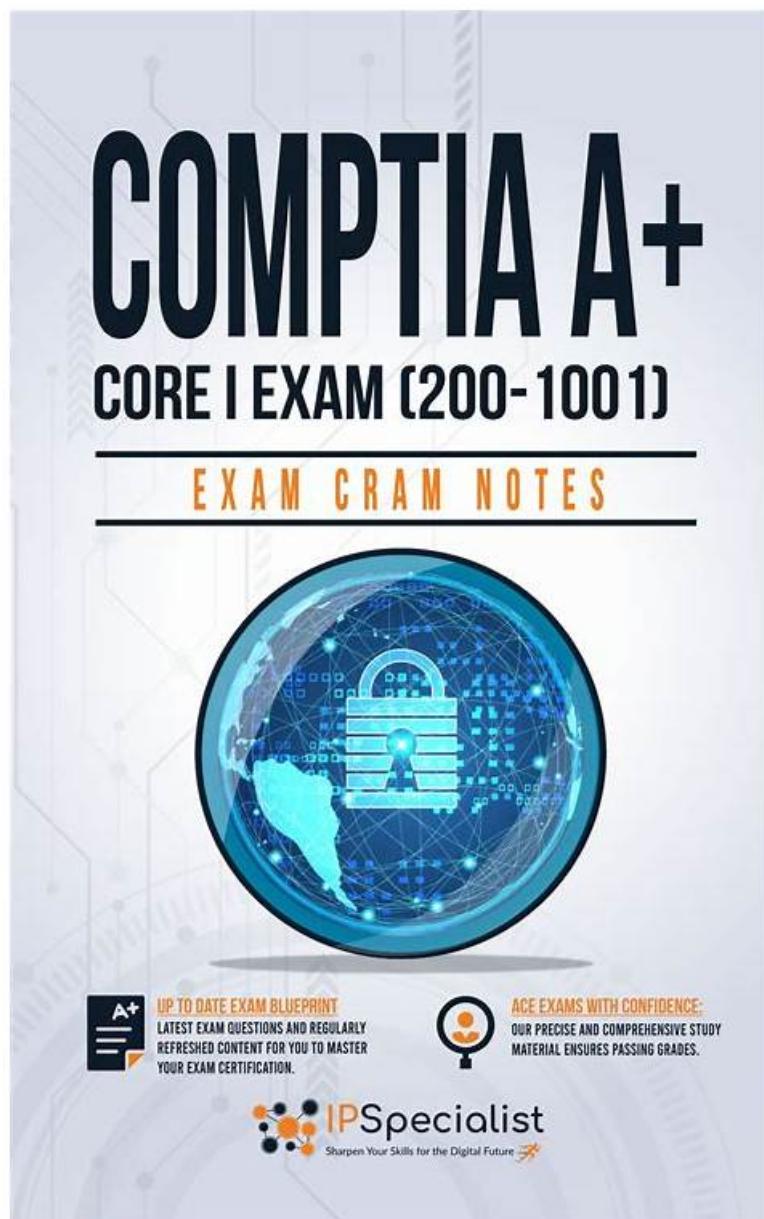


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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q122-Q127):

NEW QUESTION # 122

The marketing team at Cloud Kicks wants to easily report the average open rate across all email sends from journeys this month. What should a marketing associate use to retrieve this information?

- A. Intelligence Reports Email Dashboard
- B. **Analytics Builder Reports**
- C. Journey Analytics in Journey Builder

Answer: B

Explanation:

To easily report the average open rate across all email sends from journeys within a specific timeframe, such as a month, a marketing associate at Cloud Kicks should utilize Analytics Builder Reports in Salesforce Marketing Cloud. Analytics Builder offers a suite of reporting and analysis tools, including pre-built and customizable reports that can aggregate performance metrics across multiple sends and journeys.

By accessing and configuring the appropriate reports within Analytics Builder, the associate can compile and analyze email engagement metrics, such as open rates, to gain insights into the overall performance of their email marketing efforts over the designated period.

References: Salesforce Marketing Cloud's Analytics Builder documentation provides comprehensive information on the range of available reports and analytics tools, including instructions on how to access and customize reports to meet specific reporting needs, such as tracking average open rates across journeys.

NEW QUESTION # 123

Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups.

Which method helps to minimize bad data?

- A. **Double opt-in confirmation**
- B. Smart capture opt-in confirmation
- C. Mobile SMS keyword opt-in confirmation

Answer: A

Explanation:

A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

NEW QUESTION # 124

A marketing associate wants to ensure that valid and clean data is being captured in a data extension.

What should help promote good data quality?

- A. Data Retention Policies
- B. **Proper data types on each field**
- C. Default values on each field

Answer: B

Explanation:

Using proper data types on each field in a data extension helps ensure that only valid data is entered and stored. Defining specific data types (e.g., Text, Number, Date) enforces data validation, which reduces the risk of errors and improves overall data quality. By setting appropriate data types, data integrity is maintained, and downstream processes can operate more effectively.

* Why Proper Data Types Matter: They help prevent input errors and ensure data consistency, making data extensions more reliable for segmentation, personalization, and reporting.

* Salesforce Documentation Reference: Check Data Extension Field Types for guidelines on selecting proper data types for data extension fields.

NEW QUESTION # 125

AW Computing has been hired to provide email marketing consulting for a business-to-consumer (B2C) commerce company based in the U.S.

Which statement is true about CAN-SPAM in relation to state-specific regulations?

- A. CAN-SPAM is only required for transactional sending.
- B. Individual state laws overrule federal CAN-SPAM laws.
- C. **State laws can have more restrictive requirements.**

Answer: C

Explanation:

The CAN-SPAM Act sets the federal standard for commercial emails in the U.S., but individual states can impose more stringent regulations. While the federal CAN-SPAM law provides baseline requirements for email marketing, states may enact additional rules that supplement or exceed these standards. However, federal law generally preempts state laws unless the state laws offer greater consumer protection.

* Example of Stricter State Regulations: Some states may have stricter opt-out requirements or enforce penalties more rigorously than federal regulations.

* Salesforce Documentation Reference: For more information, refer to Salesforce's Overview on CAN- SPAM Compliance.

NEW QUESTION # 126

Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to not be forgotten or processed
- B. **Rights to data access and portability**
- C. Rights to request and modify data as they see fit

Answer: B

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 127

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