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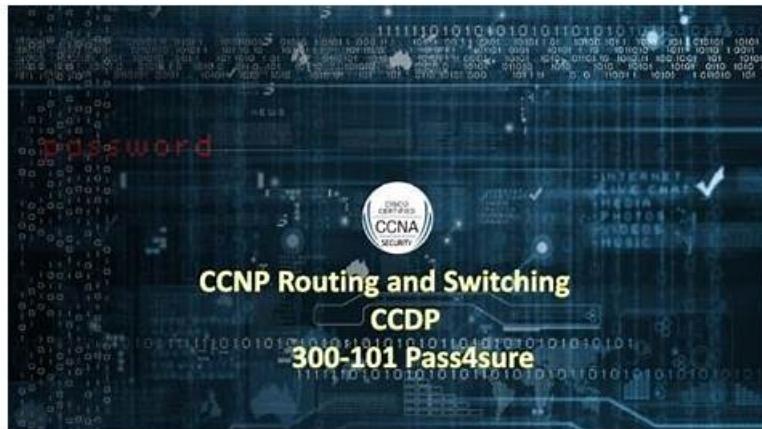
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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q104-Q109):

NEW QUESTION # 104
A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement.
Which resource provides knowledge checks and community-centered assets?

- A. Trailhead
- B. Salesforce Help & Training
- C. Knowledge Base

Answer: A

Explanation:
Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.
Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands- on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.
References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

NEW QUESTION # 105
A marketing associate needs to import a CSV file into a data extension.
Which delimiter should the associate select to correctly import this file type?

- A. Tab
- B. Comma
- C. Pipe

Answer: B

Explanation:
For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.
When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

NEW QUESTION # 106
Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used.
Which functionality should a marketing associate utilize?

- A. Sender Profile
- B. Security Settings
- C. Delivery Profile

Answer: C

Explanation:
When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes

settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which can be important for maintaining sender reputation and deliverability.

NEW QUESTION # 107

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.
How should an associate test if these emails are rendering properly before sending them out?

- A. Journey Builder System Optimization
- B. Subscriber Preview
- C. Einstein Content Testing

Answer: B

Explanation:
To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.
This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.
References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

NEW QUESTION # 108

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.
When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Ensure deduplication is not selected,
- B. Utilize transactional send classification.
- C. Disable Auto-suppression list.

Answer: A

Explanation:
To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.
* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.
* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

NEW QUESTION # 109

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