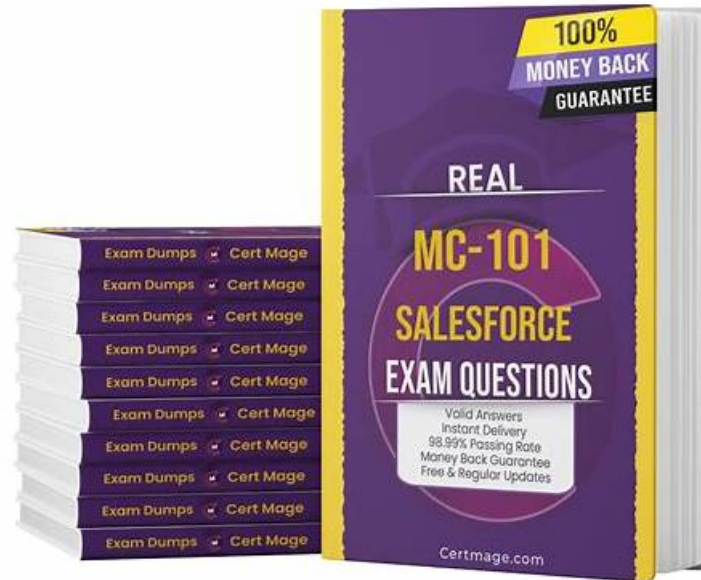


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Salesforce Certified Marketing Cloud Engagement Foundations Sample

Questions (Q44-Q49):

NEW QUESTION # 44

The marketing team at Cloud Kicks has identified an audience for their upcoming journey that will refresh daily using a data filter in Automation Studio.

Which entry source should an associate use for the journey?

- A. Audience
- B. Salesforce Data Entry Event
- C. Data Extension

Answer: C

Explanation:

For Cloud Kicks' requirement to refresh an audience daily for an upcoming journey using a data filter in Automation Studio, the most suitable entry source for the journey would be a Data Extension. Data Extensions in Salesforce Marketing Cloud are powerful tools for managing and storing customer data. They can be easily integrated with Automation Studio, where a data filter can be applied to refresh the audience data on a daily basis.

By using a Data Extension as the entry source, the marketing team can ensure that the audience for their journey is dynamically updated based on the criteria set in the data filter. This ensures that the journey is always targeting the most relevant and up-to-date audience segment, thereby increasing the effectiveness of the marketing efforts.

References: Salesforce Marketing Cloud's documentation on Journey Builder and Automation Studio provides detailed insights on how to leverage Data Extensions as entry sources for journeys and how to utilize data filters in Automation Studio to dynamically update these audiences.

NEW QUESTION # 45

In Email Studio, what is used to uniquely identify individuals with a value defined by the admin?

- A. Contact ID
- B. Subscriber Key
- C. Primary Key

Answer: B

Explanation:

In Email Studio, the Subscriber Key is used to uniquely identify individuals. Defined by the admin, it allows for unique tracking of subscriber engagement and prevents duplicate records. Subscriber Key can be an email address, customer ID, or any other unique identifier.

* Importance of Subscriber Key: It provides a unique identifier for managing subscriber data, enabling detailed personalization and tracking across the platform.

* Salesforce Documentation Reference: For more on Subscriber Keys, refer to Subscriber Key Usage in Email Studio.

NEW QUESTION # 46

Management at Northern Trail Outfitters wants to run a new campaign and has asked the marketing associate to prepare a data extension. Some fields match a previous data extension, but some need to be added.

How should the marketing associate create the data extension?

- A. Copy the data extension from the original campaign and modify the fields.
- B. Directly modify the existing data extension and save with a new name.
- C. Export the data, add fields externally, and import it back into the original data extension.

Answer: A

Explanation:

To prepare a data extension for a new campaign that has some fields matching a previous data extension but also requires additional fields, the marketing associate should copy the data extension from the original campaign and then modify the fields as needed. This approach allows the associate to retain the structure and settings of the original data extension while making necessary adjustments for the new campaign, ensuring efficiency and consistency in data management practices.

NEW QUESTION # 47

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add only
- **B. Add and update**
- C. Overwrite

Answer: B

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

NEW QUESTION # 48

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers. Which type of content should the associate use?

- **A. Landing Page**
- B. Interactive Code Resource
- C. Mobile Push Page

Answer: A

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

NEW QUESTION # 49

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As an example, the message content of a message designed to move data MC-101 to or from a database table could be expected to bear a close relationship with the columns and rows defined for the database table.

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