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MC 101 Tests

Test 3

Chapter 7

The development of movies

Thomas Edison - credited with developing the American motion picture industry; one of several scientists and engineers who created the new medium of film

Etienne-Jules Marey and Eadweard Muybridge - both worked on motion in film

Auguste-Marie and Louis-Jean Lumière - created a cinematographe (portable movie camera that could also be used as a projector)

Edwin S. Porter - created one of the first movies in the US created *The Great Train Robbery*

The Great Train Robbery - first movie with multiple scenes and a plot

D. W. Griffith - created epic films that captured the entire nations imagination; produced films that lasted an hour or more (**The Birth of a Nation**)

The Studio System

Studio System - factory like process to produce movies

Block bookings - distribution; theater owners were required to book a whole series of movies to get a few desirable films

United Artists - acquired and distributing movies after independent film producers had completed them; founded to distribute films and provide financing; lost entire cost of production in 1981 (*Heaven's Gate*)

Synchronized soundtrack - sounds are synchronized with pictures in a movie

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Salesforce Certified Marketing Cloud Engagement Foundations Sample

Questions (Q112-Q117):

NEW QUESTION # 112

A marketing associate at Cloud Kicks wants to acquire new email subscribers for the company's new line of next generation footwear.

What should the associate utilize?

- A. Target current employees
- B. Purchase a list
- C. Utilize web signups

Answer: C

Explanation:

To acquire new email subscribers for the company's new line of next-generation footwear, the associate should utilize web signups. This method involves creating a signup form on the company's website where visitors can enter their email addresses to subscribe to updates, promotions, and more. Web signups are an effective way to grow the email list organically, ensuring that the subscribers are genuinely interested in the company's products. This approach is also compliant with email marketing best practices and regulations, such as GDPR and CAN-SPAM, which require explicit consent from subscribers.

NEW QUESTION # 113

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. Mobile SMS keyword opt-in confirmation
- C. Smart capture 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 # 114

The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.

Which attribute should an associate use to uniquely identify each family member?

- A. Subscriber Key
- B. Full Name
- C. Primary Key

Answer: A

Explanation:

In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.

By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.

References: Salesforce Marketing Cloud documentation on Subscriber Management clearly outlines the importance and use of the Subscriber Key for unique identification of subscribers in scenarios where multiple users might share the same contact information, such as an email address.

NEW QUESTION # 115

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- A. Intelligence Reports
- B. Email Studio Send Tracking
- C. Marketing Cloud Engagement Reports

Answer: C

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

NEW QUESTION # 116

Which setup allows for data extensions to be used by child business units in a Marketing Cloud Engagement account?

- A. Synchronized Data Extensions
- B. Shared Data Extensions
- C. Salesforce Data Extensions

Answer: B

Explanation:

Shared Data Extensions in Salesforce Marketing Cloud allow data extensions to be accessible across multiple business units within an account. This setup enables parent and child business units to access and use the same data extensions, facilitating data consistency and shared marketing efforts across the organization.

* Why Not Salesforce or Synchronized Data Extensions: Salesforce Data Extensions are used for CRM data, and Synchronized Data Extensions are for syncing with Salesforce objects. Shared Data Extensions are explicitly designed for sharing data across business units.

* Salesforce Documentation Reference: Refer to Shared Data Extensions for further details.

NEW QUESTION # 117

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