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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q108-Q113):

NEW QUESTION # 108
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. Overwrite
- B. Add only

- C. Add and update

Answer: C

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 # 109
. Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.
Which setting in the email send flow controls this?

- A. From Address Management
- B. Delivery Profile
- C. Sender Profile

Answer: C

Explanation:
In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.
By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.
References: Salesforce Marketing Cloud documentation on email sending configurations provides detailed guidance on setting up and using Sender Profiles, including how to incorporate dynamic content and scripts to personalize sender information.

NEW QUESTION # 110
Cloud Kicks has three products it wants to individually feature as the main image of an email.
Which content block type should best accomplish this design?

- A. Single Image Block
- B. Image Carousel Block
- C. Free Form Content Block

Answer: B

Explanation:
The Image Carousel Block in Salesforce Marketing Cloud's Content Builder is ideal for showcasing multiple images in a single email.
It allows Cloud Kicks to feature three different products as the main images in a rotating carousel, providing an interactive and engaging experience for the recipient.
* Advantages of Image Carousel: It allows multiple images to be displayed within the same space, enhancing visual appeal and saving layout space.
* Salesforce Documentation Reference: For additional information, refer to Content Builder Image Carousel.

NEW QUESTION # 111
The marketing team at Northern Trail Outfitters is exploring helpful features from Salesforce and third parties to assist with their marketing operations.
Which site serves as a marketplace with ready-to-install applications to extend Salesforce products and functionality?

- A. Salesforce Idea Exchange
- B. Salesforce Store
- C. Salesforce AppExchange

Answer: C

Explanation:
Salesforce AppExchange serves as the marketplace for ready-to-install applications, components, and extensions that enhance and extend the functionality of Salesforce products, including Marketing Cloud. It offers a wide range of solutions from Salesforce and third-party vendors designed to meet various business needs and operational requirements.
On AppExchange, Northern Trail Outfitters' marketing team can find applications and tools specifically geared towards marketing operations, ranging from advanced analytics and data management to campaign management and customer engagement solutions. These solutions can be seamlessly integrated with their existing Salesforce environment, providing additional capabilities to support and optimize their marketing operations.
References: The Salesforce AppExchange website provides a comprehensive listing and descriptions of available applications, including user reviews and installation requirements, helping customers make informed decisions about extending their Salesforce functionalities.

NEW QUESTION # 112
A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.
Which CAN-SPAM requirement should the associate check for compliance?

- A. Include the organization's physical mailing address in the email.
- B. Ensure the domain and subdomain of any email addresses match company's web domain.
- C. Only email people who have double opted-in to receive communications.

Answer: A

Explanation:
One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.
* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.
* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

NEW QUESTION # 113
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