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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q47-Q52):

NEW QUESTION # 47

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

Answer: C

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 # 48

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Wrong email
- **B. Held**
- C. Bounce

Answer: B

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 49

A marketing associate at Northern Trail Outfitters wants to send the final copy of the email in Content Builder to a group of 25 stakeholders. However, when they try to select the data extension in the Preview and Test section, the data extension is not visible.

What is the reason the associate cannot see the data extension?

- A. The associate has insufficient user permissions to perform a test send.
- **B. The data extension has the Is Testable flag unchecked.**
- C. The data extension is empty and cannot be used for testing.

Answer: B

Explanation:

If a marketing associate at Northern Trail Outfitters is unable to see a data extension in the Preview and Test section when trying to perform a test send of an email in Content Builder, it could be because the data extension has the "Is Testable" flag unchecked. In Salesforce Marketing Cloud, data extensions can be configured with various properties, including the "Is Testable" flag, which determines whether the data extension is available for use in test sends and previews.

If this flag is not enabled for a specific data extension, it will not appear as an option in the Preview and Test section, preventing associates from selecting it for test sends. Enabling this flag on the data extension's properties allows it to be used for testing and previewing email content.

References: Salesforce Marketing Cloud documentation on data extensions provides insights into the properties and configurations of data extensions, including the "Is Testable" flag and its impact on the availability of data extensions for test sends and previews.

NEW QUESTION # 50

A marketing associate at Cloud Kicks has created a promotional email and wants to send it to internal marketing, compliance, and sales teams. The teams currently consist of 15 individuals each.

How should the associate send a preview of the promotional email to the internal teams?

- A. Send to a test data extension in the test send.
- **B. Send a proof based on a Subscriber Preview.**
- C. Enter the email addresses under Recipient in the test send.

Answer: B

Explanation:

When a marketing associate at Cloud Kicks wants to send a preview of a promotional email to internal teams, the most efficient method is to send a proof based on a Subscriber Preview. This feature allows the sender to generate a preview of how the email will appear to recipients, including personalized content and dynamic elements. Sending a proof ensures that internal stakeholders such as marketing, compliance, and sales teams can review the email exactly as it would appear to the intended audience, allowing for comprehensive feedback on content, design, and compliance aspects.

This approach is particularly useful for internal reviews, as it provides a realistic representation of the customer experience, facilitating effective collaboration and quality assurance before the final send.

References: Salesforce Marketing Cloud documentation on Email Studio provides guidelines on sending proofs and using Subscriber Preview for internal testing and review of emails, ensuring that communications are thoroughly vetted before reaching the audience.

NEW QUESTION # 51

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Unsubscribes, Delivery Rate, and Goals
- B. Click Rate, Bounce Rate, and Alerts
- C. Goals, Population, and Alerts

Answer: C

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

* Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

* Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

* Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

NEW QUESTION # 52

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