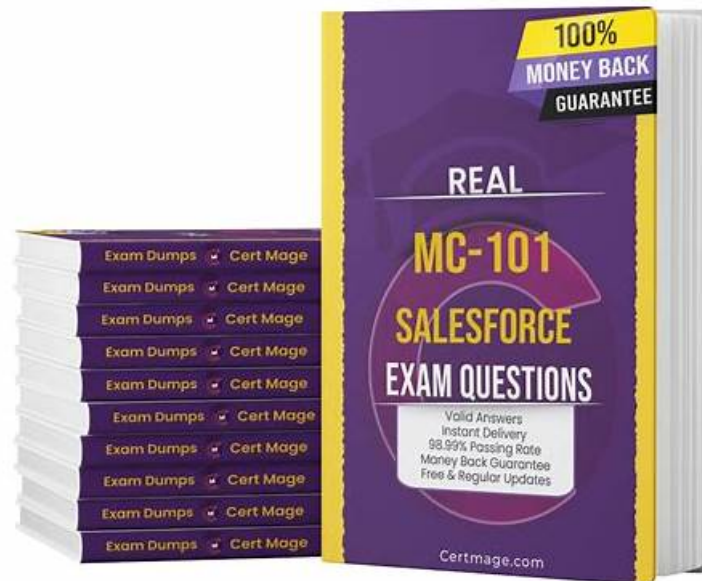


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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q89-Q94):

### NEW QUESTION # 89

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.

Which feature is configured in an account to meet these requirements?

- A. Delivery Profiles
- B. From Address Management
- C. Reply Mail Management

**Answer: C**

Explanation:

To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.

This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.

References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

### NEW QUESTION # 90

A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values. Which data type is most appropriate for this data?

- A. Boolean
- B. Number
- C. Text

**Answer: A**

Explanation:

For a field called "Is Opted In" with data values of 1 or 0, the most appropriate data type is Boolean. Boolean data types are used to represent true/false values, often signified by 1 for true and 0 for false. This data type is ideal for fields that indicate a binary condition, such as whether a subscriber has opted in or out of receiving communications.

### NEW QUESTION # 91

A marketing associate at Cloud Kicks is asked if a recent email was tested to ensure it renders correctly in a particular email client. How should the associate respond?

- A. The layout preview in Preview and Test is representative of all email client rendering.
- B. There are partner integrations that will allow inbox testing directly in Preview and Test.
- C. The associate would need to send a test email to every email client manually to confirm.

**Answer: B**

Explanation:

Salesforce Marketing Cloud integrates with tools like Litmus and Email on Acid for inbox rendering tests, allowing users to check how emails render across multiple email clients directly within the platform's Preview and Test feature. These tools offer a visual preview of how emails appear on various devices and email clients, streamlining the testing process.

\* Why Not Rely Solely on Layout Preview: While the layout preview in Salesforce provides a general view, it does not account for the specific quirks of each email client. Tools like Litmus offer a more accurate and comprehensive solution.

\* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud's guide on email preview and testing.

### NEW QUESTION # 92

As a best practice, which value should an associate use when creating a subscriber key?

- A. Customer ID
- B. Email Address
- C. Phone Number

**Answer: A**

Explanation:

The best practice for creating a subscriber key in Salesforce Marketing Cloud is to use a unique, persistent value like a Customer ID. The subscriber key serves as the unique identifier for each subscriber, so it should not change over time, which makes a Customer ID ideal as it is often assigned at the start of a customer relationship and remains consistent.

\* Why Not Use Email Address or Phone Number: These can change over time and are not as stable.

Using a Customer ID helps maintain continuity even if a customer updates their email address or phone number.

\* Salesforce Documentation Reference: For more information, refer to the Salesforce Marketing Cloud Guide on Subscriber Keys.

### NEW QUESTION # 93

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs can be viewed directly in the email.
- B. URLs must be clicked to verify.
- C. URLs will be loaded into a report for the email.

**Answer: A**

Explanation:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

\* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

\* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

### NEW QUESTION # 94

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