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Answers: C

NEW QUESTION # 54
Salesforce Manufacturing Cloud Accredited Professional Exam Sample Questions (Q54-Q59):

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q31-Q36):

NEW QUESTION # 31

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

Answer: C

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 # 32

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

- A. **Contact Key**
- B. Primary Key
- C. API Key

Answer: A

Explanation:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

References: Salesforce Marketing Cloud documentation on Contact Management clearly outlines the role and importance of the Contact Key in managing customer profiles and ensuring a unified approach to cross-channel marketing.

NEW QUESTION # 33

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

Answer: A

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 # 34

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. **Filtered Data Extension**
- B. Standard Data Extension
- C. Random Data Extension

Answer: A

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

NEW QUESTION # 35

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them.

Which marketing practice should the associate apply?

- A. Promote products that the customer might be interested in.
- B. Include personal data for the customer to easily access.
- C. **Utilize first-party data to personalize the customer experience.**

Answer: C

Explanation:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data-information directly collected from customers through their interactions with the brand-enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.

References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

NEW QUESTION # 36

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