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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q104-Q109):

### NEW QUESTION # 104

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet. What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to a double opt-in campaign.

- B. Add collected contacts to customer database.
- C. Add collected contacts to an onboarding journey.

**Answer: A**

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

\* Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

\* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

### NEW QUESTION # 105

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. Add only
- **B. Add and update**
- C. Overwrite

**Answer: B**

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 # 106

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 # 107

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement. How would NTO benefit from using multiple business units in Marketing Cloud?

- A. By limiting the creation of new items for NTO's campaigns
- B. By eliminating the need for user roles and permissions
- C. By restricting access to NTO's brand-specific content

**Answer: C**

Explanation:

Using multiple business units in Marketing Cloud allows Northern Trail Outfitters (NTO) to manage its multiple divisions and brands more effectively by restricting access to brand-specific content. Each business unit can be set up to represent a different brand or division, with its own content, subscribers, and user permissions. This organizational structure ensures that marketing initiatives remain distinct and relevant to each brand, while also maintaining data integrity and security by controlling user access to specific business units and their associated content.

#### **NEW QUESTION # 108**

The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.

Which feature should the associate use?

- A. CloudPages
- B. Contact Builder
- C. Email Studio

**Answer: A**

Explanation:

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.

Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt-in for SMS, ensuring compliance with consent regulations.

\* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions.

\* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

#### **NEW QUESTION # 109**

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