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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q34-Q39):

NEW QUESTION # 34

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- A. Send Relationship
- **B. Data Retention Policy**
- C. Contact Delete

Answer: B

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature. This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period. Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

NEW QUESTION # 35

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members. When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- **A. Send Relationship**
- B. Data Retention
- C. Data Type

Answer: A

Explanation:

When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the "Data Type" attribute appropriately. The "Data Type" attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.

By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.

References: The Salesforce Marketing Cloud documentation on data extensions includes guidance on defining data types for each field in a data extension, which is crucial for accurate data management and segmentation.

NEW QUESTION # 36

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.

How should an associate test if these emails are rendering properly before sending them out?

- **A. Subscriber Preview**
- B. Journey Builder System Optimization
- C. Einstein Content Testing

Answer: A

Explanation:

To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending

them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.

This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.

References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

NEW QUESTION # 37

A marketing associate wants to ensure that valid and clean data is being captured in a data extension.

What should help promote good data quality?

- A. Default values on each field
- B. Data Retention Policies
- C. Proper data types on each field

Answer: C

Explanation:

Using proper data types on each field in a data extension helps ensure that only valid data is entered and stored. Defining specific data types (e.g., Text, Number, Date) enforces data validation, which reduces the risk of errors and improves overall data quality. By setting appropriate data types, data integrity is maintained, and downstream processes can operate more effectively.

* Why Proper Data Types Matter: They help prevent input errors and ensure data consistency, making data extensions more reliable for segmentation, personalization, and reporting.

* Salesforce Documentation Reference: Check Data Extension Field Types for guidelines on selecting proper data types for data extension fields.

NEW QUESTION # 38

Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.

Which email delivery setting helps control volume to meet these needs?

- A. Send Throttling
- B. Transactional Send Classification
- C. Prebuild Burst Sending

Answer: A

Explanation:

Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.

This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."

* How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.

* Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see Send Throttling Documentation.

NEW QUESTION # 39

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