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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q67-Q72):

NEW QUESTION # 67

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Roles & Permissions to set modify and delete permissions for key data extensions.
- B. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.
- C. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.

Answer: A

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 68

A marketing associate needs to set up a promotional email for Cloud Kicks within the email send flow. Which CAN-SPAM classification should the associate use?

- A. Transactional
- B. Account Default
- C. Commercial

Answer: C

Explanation:

For setting up a promotional email within the email send flow for Cloud Kicks, the associate should use the "Commercial" CAN-SPAM classification. This classification is used for emails that primarily contain advertising or promotional content, which is the case for a promotional email. Using the correct classification ensures compliance with CAN-SPAM Act requirements, such as providing a clear way for recipients to opt- out of future emails and including the sender's valid physical postal address in the email.

NEW QUESTION # 69

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey. Which Journey Builder feature supports this subject line test?

- A. Decision Split
- B. Path Optimizer
- C. A/B Test

Answer: C

Explanation:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

NEW QUESTION # 70

Which setup allows for data extensions to be used by child business units in a Marketing Cloud Engagement account?

- A. Synchronized Data Extensions
- B. Salesforce Data Extensions
- C. Shared Data Extensions

Answer: C

Explanation:

Shared Data Extensions in Salesforce Marketing Cloud allow data extensions to be accessible across multiple business units within an account. This setup enables parent and child business units to access and use the same data extensions, facilitating data consistency and shared marketing efforts across the organization.

* Why Not Salesforce or Synchronized Data Extensions: Salesforce Data Extensions are used for CRM data, and Synchronized Data Extensions are for syncing with Salesforce objects. Shared Data Extensions are explicitly designed for sharing data across business units.

* Salesforce Documentation Reference: Refer to Shared Data Extensions for further details.

NEW QUESTION # 71

AW Computing has been hired to provide email marketing consulting for a business-to-consumer (B2C) commerce company based in the U.S.

Which statement is true about CAN-SPAM in relation to state-specific regulations?

- A. State laws can have more restrictive requirements.
- B. Individual state laws overrule federal CAN-SPAM laws.
- C. CAN-SPAM is only required for transactional sending.

Answer: A

Explanation:

The CAN-SPAM Act sets the federal standard for commercial emails in the U.S., but individual states can impose more stringent regulations. While the federal CAN-SPAM law provides baseline requirements for email marketing, states may enact additional rules that supplement or exceed these standards. However, federal law generally preempts state laws unless the state laws offer greater consumer protection.

* Example of Stricter State Regulations: Some states may have stricter opt-out requirements or enforce penalties more rigorously than federal regulations.

* Salesforce Documentation Reference: For more information, refer to Salesforce's Overview on CAN- SPAM Compliance.

NEW QUESTION # 72

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