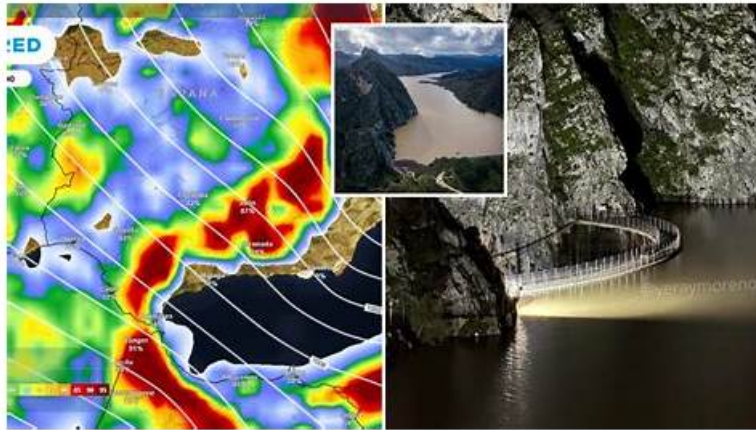


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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q63-Q68):

NEW QUESTION # 63

The marketing team at Cloud Kicks needs to ensure a subscriber has the right to erasure, also known as the right to be forgotten. Which data privacy policy does this fall under?

- A. GDPR
- B. CAN-SPAM
- C. HIPPA

Answer: A

Explanation:

The right to erasure, also known as the right to be forgotten, falls under the General Data Protection Regulation (GDPR). This provision allows individuals to request the deletion or removal of personal data when there is no compelling reason for its continued processing by the business. This right is particularly relevant in the context of digital data and is intended to offer individuals greater control over their personal information in the digital environment.

The GDPR mandates that organizations must comply with such requests under certain conditions, thereby strengthening data privacy

and protection for individuals within the European Union and the European Economic Area.

References: The GDPR text provides clear guidelines on the right to erasure, specifying the conditions under which individuals can exercise this right and the obligations of businesses to comply with these requests.

NEW QUESTION # 64

What unifies a customer across multiple channels?

- A. Subscriber Key
- B. Primary Key
- C. Contact Key

Answer: C

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

* Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

* Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

NEW QUESTION # 65

The marketing team at Cloud Kicks believes that adding a subscriber's first name to a subject line will improve open rates. They decide to test their hypothesis with a sample set in their next upcoming email. They want the test to automatically choose the winner based on highest open rate and then send the winning subject line to the remaining population.

Which feature should the associate use to execute these testing parameters?

- A. Random Data Extensions
- B. Journey Builder A/B Testing
- C. A/B Testing In Email Studio

Answer: C

Explanation:

When the marketing team at Cloud Kicks wants to test the effectiveness of including a subscriber's first name in the subject line to improve open rates, the most suitable Salesforce Marketing Cloud feature is A/B Testing in Email Studio. This feature allows marketers to create variations of their emails with different subject lines (in this case, one with and one without the subscriber's first name) and send these variations to a sample set of their audience.

The A/B Testing functionality in Email Studio includes the ability to automatically determine the winning version based on a specified success metric, such as the highest open rate. After the test concludes, Email Studio can automatically send the winning version to the remaining segment of the audience that did not participate in the initial test. This process is both efficient and effective for testing hypotheses about email engagement and ensuring that the most impactful email content is delivered to the larger audience.

References: Salesforce Marketing Cloud Email Studio documentation provides extensive details on how to set up and execute A/B tests, including setting success metrics and automating the distribution of the winning content.

NEW QUESTION # 66

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- A. Primary Key
- B. Data Retention
- C. Data Relationships

Answer: B

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 67

Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.

Which Journey Builder activity should NTO use to help create a segment of those subscribers?

- **A. Engagement Split**
- B. Random Split
- C. Decision Split

Answer: A

Explanation:

To send a special message to subscribers who have interacted with its email messages within the same journey, Northern Trail Outfitters should use an Engagement Split in Journey Builder. The Engagement Split activity allows for the segmentation of subscribers based on their interactions with previous emails, such as opens or clicks. This enables the creation of a targeted segment of engaged subscribers to whom the special message can be sent, enhancing the relevance and effectiveness of the communication.

NEW QUESTION # 68

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