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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q107-Q112):

### NEW QUESTION # 107

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.

Which type of content should the associate use?

- **A. Landing Page**
- B. Mobile Push Page
- C. Interactive Code Resource

**Answer: A**

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

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

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 # 109**

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

**Answer: B**

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 # 110**

Cloud Kicks (CK) has a very important new product launch coming up. CK has built an informative email to maximize awareness and interest. Management refused a giveaway as part of the campaign, but not deep discounts.

Which potential option violates CAN-SPAM specifications on subject lines?

- A. IMPORTANT: Please reply ASAP for the best deal!
- **B. You may have just won a \$500 gift card!**
- C. You don't want to miss our newest product

**Answer: B**

Explanation:

Option C, "You may have just won a \$500 gift card!", potentially violates CAN-SPAM specifications on subject lines because it can be considered misleading or deceptive. CAN-SPAM regulations require that subject lines accurately reflect the content of the email. Misleading subject lines that imply the recipient has won a prize when this is not the case can lead to violations of these regulations, potentially resulting in penalties. It's crucial for marketing communications to be transparent and not mislead recipients about the nature of the email content.

#### NEW QUESTION # 111

In Email Studio, what is used to uniquely identify individuals with a value defined by the admin?

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

**Answer: B**

Explanation:

In Email Studio, the Subscriber Key is used to uniquely identify individuals. Defined by the admin, it allows for unique tracking of subscriber engagement and prevents duplicate records. Subscriber Key can be an email address, customer ID, or any other unique identifier.

\* Importance of Subscriber Key: It provides a unique identifier for managing subscriber data, enabling detailed personalization and tracking across the platform.

\* Salesforce Documentation Reference: For more on Subscriber Keys, refer to Subscriber Key Usage in Email Studio.

#### NEW QUESTION # 112

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