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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q73-Q78):

NEW QUESTION # 73

A marketing associate has a list of contacts that needs to be imported into a data extension from a text file. Which type of data extension should the associate use to complete this task?

- **A. Standard data extension**
- B. Filtered data extension
- C. Random data extension

Answer: A

Explanation:

When a marketing associate needs to import a list of contacts from a text file into Salesforce Marketing Cloud, the most suitable

type of data extension to use is a Standard Data Extension. Standard Data Extensions are versatile and can easily accommodate data imported from various sources, including text files. They allow for the creation of custom fields that can match the structure of the imported data, ensuring that all relevant information from the text file is accurately captured and stored within Marketing Cloud. Standard Data Extensions are designed for scenarios where data needs to be imported and stored for segmentation, targeting, and personalization within marketing campaigns. They provide the flexibility to define the schema that matches the imported data and are the foundational element for managing customer data within the platform.

References: Salesforce Marketing Cloud documentation on data extensions provides comprehensive details on how to create and manage Standard Data Extensions, including the import of data from external sources like text files.

NEW QUESTION # 74

Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.

How should the marketing associate accomplish this?

- A. Use a data extension that includes only tiered members that opened the previous email.
- B. Create a random data extension and suppress gold tier members from the customer base data extension.
- C. Use the customer base data extension as the target and the gold tier data extension as excluded.

Answer: C

Explanation:

To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.

This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.

References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 75

Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to request and modify data as they see fit
- B. Rights to not be forgotten or processed
- C. Rights to data access and portability

Answer: C

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 76

Northern Trail Outfitters wants to add new customer data to a data extension.

What needs to be present on the data extension to add new rows while keeping the existing data during import?

- A. Primary Key
- B. Subscriber Key

- C. Foreign Key

Answer: A

Explanation:

To add new rows to a data extension while keeping existing data intact, a Primary Key is necessary to uniquely identify each row. This ensures that Salesforce Marketing Cloud can insert new records without overwriting existing ones, preserving data integrity and supporting proper data management during imports.

* Why Primary Key is Required: The Primary Key prevents duplicate records and enables the system to distinguish between existing and new rows based on unique identifiers.

* Salesforce Documentation Reference: Refer to Data Extension Keys and Constraints for more details on how primary keys function in data extensions.

NEW QUESTION # 77

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 # 78

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