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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q16-Q21):

NEW QUESTION # 16
Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.
When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Ensure deduplication is not selected,
- B. Disable Auto-suppression list.
- C. Utilize transactional send classification.

Answer: A

Explanation:
To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.
* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.
* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

NEW QUESTION # 17
A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months.
Where should an associate view the status of the subscriber?

- A. All Contacts in Contact Builder
- B. All Subscribers in Email Studio
- C. Synchronized Data Extensions in Contact Builder

Answer: B

Explanation:
The "All Subscribers" list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the "All Subscribers" list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

NEW QUESTION # 18
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 # 19
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. Contact Delete
- C. Data Retention Policy

Answer: C

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 # 20
Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.
Which feature is configured in an account to meet these requirements?

- A. Delivery Profiles
- B. Reply Mail Management
- C. From Address Management

Answer: B

Explanation:
To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.
This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.
References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

NEW QUESTION # 21
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