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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q93-Q98):

NEW QUESTION # 93

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

Answer: A

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 # 94

A marketing associate at Cloud Kicks is asked if a recent email was tested to ensure it renders correctly in a particular email client, How should the associate respond?

- A. The layout preview in Preview and Test is representative of all email client rendering.
- B. **There are partner integrations that will allow inbox testing directly in Preview and Test.**
- C. The associate would need to send a test email to every email client manually to confirm.

Answer: B

Explanation:

Salesforce Marketing Cloud integrates with tools like Litmus and Email on Acid for inbox rendering tests, allowing users to check how emails render across multiple email clients directly within the platform's Preview and Test feature. These tools offer a visual preview of how emails appear on various devices and email clients, streamlining the testing process.

* Why Not Rely Solely on Layout Preview: While the layout preview in Salesforce provides a general view, it does not account for the specific quirks of each email client. Tools like Litmus offer a more accurate and comprehensive solution.

* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud's guide on email preview and testing.

NEW QUESTION # 95

Northern Trail Outfitters is receiving numerous complaints from subscribers that they are unable to find a newsletter they signed up for. Tracking information is indicating the email server rejected the email.

Which status describes the issue?

- A. Unsubscribed
- B. **Bounce**
- C. Held

Answer: B

Explanation:

The Bounce status describes the issue when subscribers complain about not receiving a newsletter they signed up for, and tracking information indicates the email server rejected the email. A bounced email is one that could not be delivered to the recipient's inbox due to various reasons, such as an incorrect email address, a full inbox, or server issues. The Bounce status helps identify and manage undeliverable email addresses.

NEW QUESTION # 96

Northern Trail Outfitters wants to send first-time customers a welcome email with a coupon immediately after they sign up for a newsletter.

What should an associate use to accomplish this task?

- A. Web Studio
- B. **Automation Studio**
- C. Email Studio

Answer: B

Explanation:

To send a welcome email with a coupon to first-time customers immediately after they sign up for a newsletter, the associate should use Automation Studio within Salesforce Marketing Cloud. Automation Studio offers a powerful suite of tools for automating marketing and operational tasks, including triggering emails based on specific events or actions, such as a new newsletter sign-up. By setting up a trigger-based automation in Automation Studio, the marketing team can ensure that as soon as a new sign-up is recorded, the welcome email is automatically dispatched. This immediate and personalized response can enhance the customer experience and foster a positive relationship from the outset.

References: Salesforce Marketing Cloud's Automation Studio documentation provides comprehensive guidance on creating and managing automations, including trigger-based email sends, to optimize marketing processes and enhance customer engagement.

NEW QUESTION # 97

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used. Which functionality should a marketing associate utilize?

- A. **Delivery Profile**
- B. Sender Profile
- C. Security Settings

Answer: A

Explanation:

When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which can be important for maintaining sender reputation and deliverability.

NEW QUESTION # 98

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