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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q83-Q88):

NEW QUESTION # 83

A new subscriber signs up for a newsletter at Cloud Kicks and receives a welcome email. What is the subscriber's status on the All Subscribers list in Email Studio?

- A. Active
- B. Sent
- C. Opted In

Answer: A

Explanation:

When a new subscriber signs up for a newsletter and receives a welcome email, they are automatically marked as "Active" on the All Subscribers list in Email Studio. This status indicates that the subscriber has been added to the list and is eligible to receive emails. The "Active" status is assigned by default unless the subscriber opts out or is otherwise suppressed.

* Active Status Explanation: Active subscribers are eligible to receive emails unless they unsubscribe or bounce, at which point their status may change.

* Salesforce Documentation Reference: See Subscriber Status Definitions for more on subscriber statuses in Salesforce Marketing Cloud.

NEW QUESTION # 84

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

Answer: C

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 # 85

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Wrong email
- B. Held
- C. Bounce

Answer: B

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 86

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.

How should the associate meet this requirement?

- A. Create a new journey version.
- B. Create a new journey.
- C. Copy the existing journey.

Answer: A

Explanation:

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

NEW QUESTION # 87

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers. Which tools should an associate use to accomplish this?

- A. Marketing Cloud Intelligence, Mobile Studio
- **B. Email Studio, Journey Builder**
- C. Advertising Studio, Social Studio

Answer: B

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

NEW QUESTION # 88

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