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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q63-Q68):

NEW QUESTION # 63

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them. Which marketing practice should the associate apply?

- A. Promote products that the customer might be interested in.
- B. Include personal data for the customer to easily access.
- C. Utilize first-party data to personalize the customer experience.

Answer: C

Explanation:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data—information directly collected from customers through their interactions with the brand—enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and

connection between the customer and the brand.

References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

NEW QUESTION # 64

A marketing associate needs to import a CSV file into a data extension.

Which delimiter should the associate select to correctly import this file type?

- **A. Comma**
- B. Tab
- C. Pipe

Answer: A

Explanation:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.

When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

NEW QUESTION # 65

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Enhance address book utilization.
- B. Receive better Inbox placement.
- **C. Easily differentiate the new publication.**

Answer: C

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

NEW QUESTION # 66

The marketing team at Northern Trail Outfitters is exploring helpful features from Salesforce and third parties to assist with their marketing operations.

Which site serves as a marketplace with ready-to-install applications to extend Salesforce products and functionality?

- A. Salesforce Store
- B. Salesforce Idea Exchange
- **C. Salesforce AppExchange**

Answer: C

Explanation:

Salesforce AppExchange serves as the marketplace for ready-to-install applications, components, and extensions that enhance and extend the functionality of Salesforce products, including Marketing Cloud. It offers a wide range of solutions from Salesforce and third-party vendors designed to meet various business needs and operational requirements.

On AppExchange, Northern Trail Outfitters' marketing team can find applications and tools specifically geared towards marketing operations, ranging from advanced analytics and data management to campaign management and customer engagement solutions.

These solutions can be seamlessly integrated with their existing Salesforce environment, providing additional capabilities to support and optimize their marketing operations.

References: The Salesforce AppExchange website provides a comprehensive listing and descriptions of available applications, including user reviews and installation requirements, helping customers make informed decisions about extending their Salesforce functionalities.

NEW QUESTION # 67

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.

Which CAN-SPAM requirement should the associate check for compliance?

- A. Only email people who have double opted-in to receive communications.
- B. Ensure the domain and subdomain of any email addresses match company's web domain.
- C. Include the organization's physical mailing address in the email.

Answer: C

Explanation:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.

* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.

* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

NEW QUESTION # 68

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