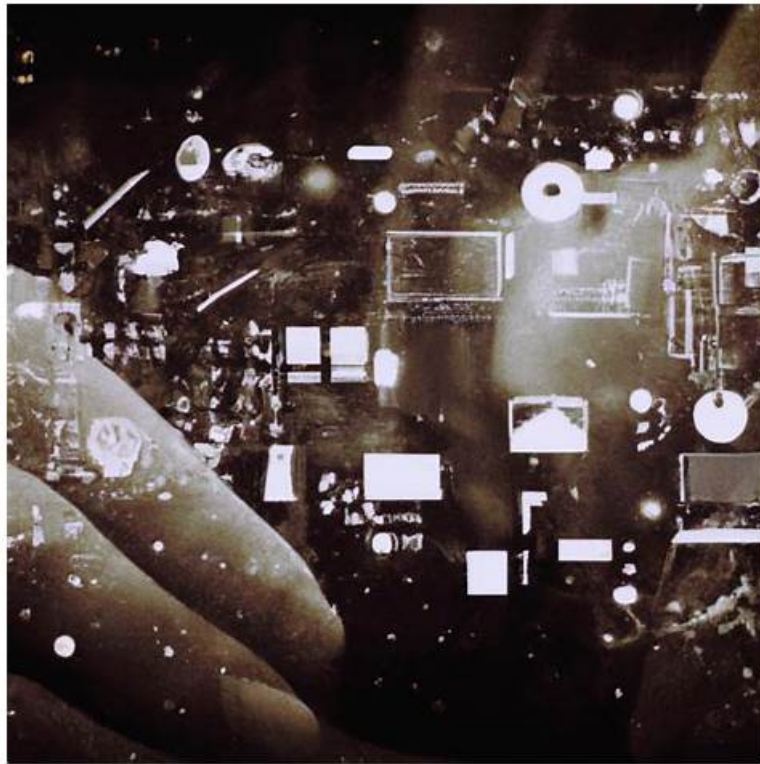


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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Email addresses no longer exist with the service provider.
- B. Customers had previously unsubscribed from All Subscribers.
- C. Email addresses have been flagged by List Detective.

Answer: A

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

NEW QUESTION # 113

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 # 114

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Create the target data extension in Marketing Cloud.
- B. Rename the file to "products.xml".
- C. Use Automation Studio to create a File Transfer activity.

Answer: A

Explanation:

Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.

* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.

* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 115

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line. What should an associate recommend?

- A. Enable content tags.
- B. Create custom folder permissions.
- C. Organize folders alphabetically.

Answer: A

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

NEW QUESTION # 116

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 # 117

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