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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q67-Q72):

### NEW QUESTION # 67

What should a marketing associate use to identify a unique contact across various channels?

- A. Email Address
- **B. Contact Key**
- C. Mobile Number

**Answer: B**

Explanation:

A unique contact across various channels in Marketing Cloud is identified using the Contact Key. The Contact Key is a unique identifier assigned to each contact in the system, allowing for consistent identification of an individual across different channels and interactions within Marketing Cloud. This ensures a unified view of the contact's engagement and interactions, facilitating cross-channel marketing strategies and personalized customer journeys.

### NEW QUESTION # 68

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. A/B Test Content Block
- B. Reference Content Block
- **C. Dynamic Content Block**

**Answer: C**

Explanation:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

### NEW QUESTION # 69

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Bounce Mail Management
- B. Einstein Engagement Scoring
- **C. Email Studio Send Tracking**

**Answer: C**

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

\* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

\* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

### NEW QUESTION # 70

The marketing team at Cloud Kicks wants to easily report the average open rate across all email sends from journeys this month.

What should a marketing associate use to retrieve this information?

- **A. Analytics Builder Reports**
- B. Intelligence Reports Email Dashboard
- C. Journey Analytics in Journey Builder

**Answer: A**

Explanation:

To easily report the average open rate across all email sends from journeys within a specific timeframe, such as a month, a marketing associate at Cloud Kicks should utilize Analytics Builder Reports in Salesforce Marketing Cloud. Analytics Builder offers a suite of reporting and analysis tools, including pre-built and customizable reports that can aggregate performance metrics across multiple sends and journeys.

By accessing and configuring the appropriate reports within Analytics Builder, the associate can compile and analyze email engagement metrics, such as open rates, to gain insights into the overall performance of their email marketing efforts over the designated period.

References: Salesforce Marketing Cloud's Analytics Builder documentation provides comprehensive information on the range of available reports and analytics tools, including instructions on how to access and customize reports to meet specific reporting needs, such as tracking average open rates across journeys.

### NEW QUESTION # 71

Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.

In a journey, how should an associate control repeat messages?

- A. No Re-Entry
- B. Re-Entry Anytime
- C. Re-Entry only after exiting

**Answer: C**

Explanation:

To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re- enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.

\* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.

\* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

### NEW QUESTION # 72

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