Question 1

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

Options:

A- A Send Classification with honor list-level opt outs checked

B- Commercial Send Classification

C- Transactional Send Classification

Answer:

C

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification. This classification is used for emails that are essential

to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

Question 2

Northern Trail Outfitters has been running an email marketing campaign for 6 months. The head of sales wants to know how many new sales leads this email campaign is generating.

Which marketing metric should the associate present to the head of sales?

Options:

A- Clicks

B- Conversions

C- Impressions

Answer:

B

Explanation:

To demonstrate the effectiveness of an email marketing campaign in generating new sales leads, the most relevant metric to present to the head of sales is conversions. Conversions refer to the actions that email recipients take as a direct result of the campaign that align with predefined goals, such as filling out a contact form, signing up for a webinar, or making a purchase. This metric directly correlates email engagement with the desired outcome of acquiring new sales leads, providing a tangible measure of the campaign's impact on business objectives.

Focusing on conversions allows the marketing team to quantify the effectiveness of the email campaign in driving meaningful actions that contribute to the sales pipeline.

Question 3

Question Type: **MultipleChoice**

The marketing team at Cloud Kicks needs to ensure a subscriber has the right to erasure, also known as the right to be forgotten.

Which data privacy policy does this fall under?

Options:

A- CAN-SPAM

B- GDPR

C- HIPPA

Answer:

B

Explanation:

The right to erasure, also known as the right to be forgotten, falls under the General Data Protection Regulation (GDPR). This provision allows individuals to request the deletion or removal of personal data when there is no compelling reason for its continued processing by the business. This right is particularly relevant in the context of digital data and is intended to offer individuals greater control over their personal information in the digital environment.

The GDPR mandates that organizations must comply with such requests under certain conditions, thereby strengthening data privacy and protection for individuals within the European Union and the European Economic Area.

Question 4

Under GDPR, which rights does the consumer have to the data collected by the business?

Options:

A- Rights to not be forgotten or processed

B- Rights to data access and portability

C- Rights to request and modify data as they see fit

Answer:

B

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

Question 5

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.

Which feature is configured in an account to meet these requirements?

Options:

A- Delivery Profiles

B- Reply Mail Management

C- From Address Management

Answer:

B

Explanation:

To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.

This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.

Question 6

Question Type: MultipleChoice

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- Create a random data extension and suppress gold tier members from the customer base data extension.

C- Use a data extension that includes only tiered members that opened the previous email.

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.

Question 7

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder. However, when defining the entry source, the specific data extension was not found.

How should the associate troubleshoot this issue?

Options:

A- Ensure the data extension is sendable.

B- Ensure the data extension is testable.

C- Ensure a data retention setting is enabled.

Answer:

A

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.