



# Free Questions for Salesforce- Marketing-Associate

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## Question 1

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Question Type: MultipleChoice

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Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members.

When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

Options:

- A- Send Relationship
- B- Data Type
- C- Data Retention

Answer:

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B

Explanation:

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When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the 'Data Type' attribute appropriately. The 'Data Type' attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.

By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.

## Question 2

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Question Type: MultipleChoice

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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?

Options:

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

Answer:

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A

Explanation:

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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.

## Question 3

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Question Type: MultipleChoice

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A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send. Recently, NTO:

- \* Updated its Commercial Send Classification
- \* Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
- \* Tested new subject lines in its email campaigns

What is causing the high bounce rate?

### Options:

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- A- The newly added contacts had NOT given consent for email marketing.
- B- Some newly added contacts' email addresses were invalid.
- C- The updated subject lines triggered spam alerts and the emails were flagged as junk.

### Answer:

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B

### Explanation:

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The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.

It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.

## Question 4

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Question Type: MultipleChoice

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Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.

Which of the following is considered best practice regarding unsolicited emails?

### Options:

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- A- Make sure that subject lines are ambiguous and general.
- B- Ensure transactional message subject lines are promotional.
- C- Capture explicit consent from users.

### Answer:

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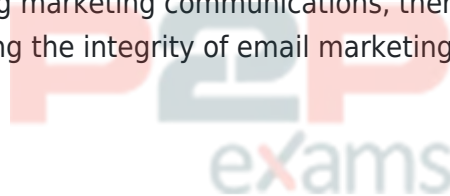
C

### Explanation:

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In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.



## Question 5

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Question Type: MultipleChoice

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. Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.

Which setting in the email send flow controls this?

### Options:

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- A- Sender Profile
- B- From Address Management
- C- Delivery Profile



### Answer:

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A

### Explanation:

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In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically

change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.

By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.

## Question 6

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Question Type: MultipleChoice

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The marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information to a data extension in Marketing Cloud Engagement.

Which functionality should the associate use?

Options:

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- A- Web Collect
- B- MobileConnect
- C- Smart Capture

Answer:

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C

Explanation:

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When the marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information that feeds directly into a data extension in Marketing Cloud Engagement, the most appropriate functionality to use is Smart Capture. Smart Capture is a form tool available in Salesforce Marketing Cloud that allows users to easily create and customize forms to collect data from visitors on web pages or landing pages.

By using Smart Capture, the team can design forms that align with their branding and specific data collection needs, and directly link the form to a data extension where the collected contact information is stored. This seamless integration facilitates efficient data collection and management, enabling the team to quickly leverage the collected data for marketing campaigns and engagement activities.

## Question 7

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Question Type: MultipleChoice

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Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.

Which send configuration setting should be leveraged?

Options:

- A- Transactional Send Classification
- B- General Send Classification
- C- Commercial Send Classification

Answer:

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A

Explanation:

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For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby reducing the likelihood of unsubscribes.

Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.

## Question 8

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Question Type: MultipleChoice

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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?

Options:

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

Answer:

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A



Explanation:

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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.

## Question 9

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Question Type: MultipleChoice

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

Options:

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

Answer:

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A

### Explanation:

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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.

## Question 10

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Question Type: MultipleChoice

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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?

### Options:

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- 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:

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A

### Explanation:

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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.



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