



Free Questions for Salesforce- Marketing-Associate

Shared by Jordan on 09-08-2024

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Question 1

Question Type: MultipleChoice

Cloud Kicks uses Marketing Cloud Engagement to launch targeted email marketing campaigns to potential and existing customers.

What does the marketing campaign need to include in the email sends to meet CAN-SPAM requirements?

Options:

- A- Transactional Send Classification
- B- URL link to privacy standards
- C- Physical mailing address

Answer:

C

Explanation:

To meet CAN-SPAM Act requirements, Cloud Kicks' marketing campaigns must include the sender's valid physical postal address in every email send. This requirement is part of the regulations aimed at providing transparency and accountability in email marketing, allowing recipients to know who is communicating with them and how they can stop receiving unwanted emails if they choose to.

Including a physical mailing address in emails not only complies with legal requirements but also helps build trust with recipients by ensuring that the business is established and reachable. This detail is typically included in the footer of the email, alongside other compliance elements such as an unsubscribe link and a clear explanation of why the recipient is receiving the email.

Question 2

Question Type: MultipleChoice

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

Options:

- A- By individually assigning access permissions to users
- B- By storing items they want to share in a shared folder
- C- By establishing a dedicated business unit for shared Items

Answer:

B

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder. Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

Question 3

Question Type: MultipleChoice

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

Options:

- A- Salesforce Trust Site
- B- Salesforce Help & Training
- C- Trailblazer Community

Answer:

A

Explanation:

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

Question 4

Question Type: MultipleChoice

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 5

Question Type: MultipleChoice

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 6

Question Type: MultipleChoice

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey.

Which Journey Builder feature supports this subject line test?

Options:

- A- Path Optimizer

- B- A/B Test
- C- Decision Split

Answer:

B

Explanation:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

Question 7

Question Type: MultipleChoice

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

- * ContactID contains the unique identifier for the contact
- * MobileNumber contains the mobile number of the contact
- * EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

Options:

- A- EmailAddress
- B- MobileNumber
- C- ContactID

Answer:

C

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID. The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries. Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.



Question 8

Question Type: MultipleChoice

What is used to identify unique member records?

Options:

- A- Foreign Key
- B- Primary Key
- C- Subscriber Key

Answer:

C



Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.



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