Free Questions for Salesforce-Marketing-Associate

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Question 1

Question Type: MultipleChoice

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement.

Which resource provides knowledge checks and community-centered assets?

Options:
A- Salesforce Help & Training
B- Knowledge Base
C- Trailhead

Answer:
C

Explanation:
Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

Question 2

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?

Options:

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 3

Question Type: MultipleChoice

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used.

Which functionality should a marketing associate utilize?

Options:

A- Delivery Profile

B- Sender Profile

C- Security Settings

Answer:

B

Explanation:

When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which can be important for maintaining sender reputation and deliverability.

Question 4

Question Type: MultipleChoice

Cloud Kicks has a primary data extension that contains the bulk of its subscriber base and is used for weekly promotions. Additionally, when subscribers sign up to be notified about specific products, they are added to the same data extension.

Which step should the marketing associate take to ensure subscribers receive only one copy of the weekly email as intended?

Options:

A- Create a filtered data extension to remove duplicate products.

B- Ensure the box is checked for de-duplicate by email address.

C- Run an automation that removes duplicate subscribers at send time.

Answer:

B

Explanation:

To ensure subscribers receive only one copy of the weekly email as intended, even if they are added to the primary data extension for multiple product notifications, the marketing associate should ensure that the option to de-duplicate by email address is selected during the email send process. This feature checks for and removes any duplicate email addresses within the send list, ensuring each subscriber receives only one copy of the email, regardless of how many times their

email address appears in the data extension.

Question 5

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 6

Question Type: MultipleChoice

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information.

Which template type will generate the email send in the data extension?

Options:

A- Reports

B- Data View

C- Send Logging

Answer:

C

Explanation:

To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

Question 7

Question Type: MultipleChoice

A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.

How should the associate proceed?

Options:

A- Stop the journey and restart it when codes are active.

B- Update the Wait Activity in the journey to the correct date.

C- Pause the journey and restart it when codes are active.

Answer:

C

Explanation:

If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

Question 8

Question Type: MultipleChoice

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:

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:

B

Explanation:

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 9

Question Type: MultipleChoice

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

Options:

A- Contact Key

B- Email Address

C- Mobile Number

Answer:

A

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.

Question 10

Question Type: MultipleChoice

The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.

Which attribute should an associate use to uniquely identify each family member?

Options:

A- Full Name

B- Subscriber Key

C- Primary Key

Answer:

B

Explanation:

In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.

By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.

Question 11

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.

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