Question 1

A marketing associate at Cloud Kicks has created a promotional email and wants to send it to internal marketing, compliance, and sales teams. The teams currently consist of 15 individuals each.

How should the associate send a preview of the promotional email to the internal teams?

Options:

A- Send a proof based on a Subscriber Preview.

B- Send to a test data extension in the test send.

C- Enter the email addresses under Recipient in the test send.

Answer:

A

Explanation:

When a marketing associate at Cloud Kicks wants to send a preview of a promotional email to internal teams, the most efficient method is to send a proof based on a Subscriber Preview. This feature allows the sender to generate a preview of how the email will appear to recipients, including personalized content and dynamic elements. Sending a proof ensures that internal stakeholders such as marketing, compliance, and sales teams can review the email exactly as it would appear to the intended audience, allowing for comprehensive feedback on content, design, and compliance aspects.

This approach is particularly useful for internal reviews, as it provides a realistic representation of the customer experience, facilitating effective collaboration and quality assurance before the final send.

Question 2

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without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.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 3

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

Options:

A- Goals, Population, and Alerts

B- Click Rate, Bounce Rate, and Alerts

C- Unsubscribes, Delivery Rate, and Goals

Answer:

A

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

Question 4

Question Type: MultipleChoice

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

Options:

A- Primary Key

B- Contact Key

C- API Key

Answer:

B

Explanation:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

Question 5

Question Type: **MultipleChoice**

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them.

Which marketing practice should the associate apply?

Options:

A- Include personal data for the customer to easily access.

B- Utilize first-party data to personalize the customer experience.

C- Promote products that the customer might be interested in.

Answer:

B

Explanation:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data---information directly collected from customers through their interactions with the brand---enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.

Question 6

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 7

Question Type: **MultipleChoice**

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

Options:

A- Customers had previously unsubscribed from All Subscribers.

B- Email addresses have been flagged by List Detective.

C- Email addresses no longer exist with the service provider.

Answer:

C

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

Question 8

Question Type: **MultipleChoice**

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send.

What is causing the email to hard bounce?

Options:

A- The recipient's mailbox is temporarily unavailable.

B- The subscriber's mailbox is full.

C- The email address is invalid.

Answer:

C

Explanation:

A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.

Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.

Question 9

Northern Trail Outfitters wants to send first-time customers a welcome email with a coupon immediately after they sign up for a newsletter.

What should an associate use to accomplish this task?

Options:

A- Email Studio

B- Automation Studio

C- Web Studio

Answer:

B

Explanation:

To send a welcome email with a coupon to first-time customers immediately after they sign up for a newsletter, the associate should use Automation Studio within Salesforce Marketing Cloud. Automation Studio offers a powerful suite of tools for automating marketing and operational tasks, including triggering emails based on specific events or actions, such as a new newsletter sign-up.

By setting up a trigger-based automation in Automation Studio, the marketing team can ensure that as soon as a new sign-up is recorded, the welcome email is automatically dispatched. This immediate and personalized response can enhance the customer experience and foster a positive relationship from the outset.