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Question 1

A new subscriber signs up for a newsletter at Cloud Kicks and receives a welcome email.

What is the subscriber's status on the All Subscribers list in Email Studio?

Options:
A- Active
B- Sent
C- Opted In

Answer:
A

Explanation:
When a new subscriber signs up for a newsletter and receives a welcome email, they are automatically marked as 'Active' on the All Subscribers list in Email Studio. This status indicates that the subscriber has been added to the list and is eligible to receive emails. The 'Active' status is assigned by default unless the subscriber opts out or is otherwise suppressed.

Active Status Active subscribers are eligible to receive emails unless they unsubscribe or bounce, at which point their status may change.

Salesforce Documentation Reference: See Subscriber Status Definitions for more on subscriber statuses in Salesforce Marketing Cloud.

Question 2

Question Type: MultipleChoice

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?

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.

Question 3

Question Type: MultipleChoice

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:

A- Analytics Builder Reports

B- Intelligence Reports Email Dashboard

C- Journey Analytics in Journey Builder

Answer:

A

Explanation:

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 4

Question Type: MultipleChoice

As a best practice, which value should an associate use when creating a subscriber key?

Options:

A- Email Address

B- Customer ID

C- Phone Number

Answer:

B

Explanation:

The best practice for creating a subscriber key in Salesforce Marketing Cloud is to use a unique, persistent value like a Customer ID. The subscriber key serves as the unique identifier for each subscriber, so it should not change over time, which makes a Customer ID ideal as it is often assigned at the start of a customer relationship and remains consistent.

Why Not Use Email Address or Phone Number: These can change over time and are not as stable. Using a Customer ID helps maintain continuity even if a customer updates their email address or phone number.

Salesforce Documentation Reference: For more information, refer to the Salesforce Marketing Cloud Guide on Subscriber Keys.

Question 5

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

Options:

A- Define Properties

B- Configure Delivery

C- Review and Send

Answer:

A

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the 'Define Properties' step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

Question 6

Question Type: MultipleChoice

What unifies a customer across multiple channels?

Options:

A- Primary Key

B- Subscriber Key

C- Contact Key

Answer:

C

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.

When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

Options:

A- Ensure deduplication is not selected,

B- Utilize transactional send classification.

C- Disable Auto-suppression list.

Answer:

A

Explanation:

To ensure that a subscriber who purchased multiple recalled products receives an email for each

product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.

Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.

Salesforce Documentation Reference: For details, refer to Deduplication Settings.

Question 8

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.

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