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Salesforce

Salesforce-Marketing-Associate

Salesforce Certified Marketing Associate



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Product Version

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Latest Version: 10.0

Question: 1

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. Filtered Data Extension
- B. Random Data Extension
- C. Standard Data Extension

Answer: A

Question: 2

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.

What should an associate recommend?

- A. Enable content tags.
- B. Create custom folder permissions.
- C. Organize folders alphabetically.

Answer: A

Question: 3

A marketing associate needs to import a CSV file into a data extension.

Which delimiter should the associate select to correctly import this file type?

- A. Tab
- B. Pipe
- C. Comma

Answer: C

Question: 4

A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months. Where should an associate view the status of the subscriber?

- A. Synchronized Data Extensions in Contact Builder
- B. All Subscribers in Email Studio
- C. All Contacts in Contact Builder

Answer: B

Question: 5

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- B. Contact the client in order to keep their personal data up to date.
- C. Sell the information to other companies for marketing purposes.

Answer: B

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