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# Salesforce Certified Marketing Associate Exam

## Salesforce Salesforce-Marketing-Associate

**Version Demo**

**Total Demo Questions: 14**

**Total Premium Questions: 142**

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# Topic Break Down

| Topic | No. of Questions |
|---|---|
| Topic 1, Marketing Concepts | 10 |
| Topic 2, Marketing Strategy | 3 |
| Topic 3, Data Management | 48 |
| Topic 4, Analytics | 14 |
| Topic 5, Marketing Tools | 67 |
| Total | 142 |

QUESTION NO: 1

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**

**Explanation:**

Enable content tags. Content tags provide flexible metadata labels that a marketing team can apply to assets based on the organization's own taxonomy, including marketing tactic, geography, product line, campaign, audience, channel, or lifecycle stage. Unlike a rigid folder-only structure, tags allow the same content to be associated with multiple relevant categories at once. For example, a single email or content asset can be tagged for a particular product line, a regional market, and a seasonal campaign, making it easier for the new strategy team to locate, govern, and reuse assets across initiatives. This supports scalable content organization as the team expands its marketing operations and introduces new classifications over time. Salesforce describes tags as a way to organize and find content through labels that can be applied to assets, supporting more efficient content management and discovery. The associate should therefore recommend enabling and adopting a clear tagging strategy with consistent naming conventions aligned to the company's marketing taxonomy. See Salesforce's Content Builder overview and Marketing Cloud tags documentation.

**QUESTION NO: 2**

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?

**A.** Clicks

**B.** Conversions

**C.** Impressions

**ANSWER: B**

**Explanation:**

Conversions is the appropriate metric because the sales leader's question is about the campaign's outcome: the number of recipients who became new sales leads. A conversion measures completion of a defined desired action, such as submitting a lead-capture form, requesting a consultation, registering for an event, or completing another tracked action that creates or qualifies a lead. For this campaign, the marketing team should ensure the lead-generating action is explicitly configured as the conversion event and report both the conversion count and, when useful, the conversion rate. This connects email activity to a business result that sales can evaluate and follow up on, rather than merely reporting engagement with the message. Over a six-month period, conversion reporting can also show whether the campaign is consistently producing leads and support analysis by audience segment, message, and send date. Salesforce describes conversion as a key performance indicator tied to a prospect taking a desired action, and emphasizes aligning marketing measurement to business goals. See Salesforce's Measure Marketing Performance Trailhead module and its marketing metrics guide for additional context on measuring marketing outcomes.

**QUESTION NO: 3**

Cloud Kicks sends a promotional email to 12,000 delivered recipients. Some recipients open the email more than once. Leadership wants to know how many individual recipients opened the email at least once.

Which metric should the associate report?

**A.** Total Opens

**B.** Delivered

**C.** Unique Opens

**D.** Unique Clicks

**ANSWER: C**

**Explanation:**

**Unique opens** measures the number of distinct recipients who opened the email one or more times. Each recipient is counted once, even when that person opens the message repeatedly.

Total opens includes every tracked opening event and can count the same recipient multiple times. Delivered measures successful delivery rather than engagement, and unique clicks measures recipients who selected a tracked link.

## QUESTION NO: 4

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.

How should the associate meet this requirement?

**A.** Create a new journey version.

**B.** Create a new journey.

**C.** Copy the existing journey.

**ANSWER: A**

**Explanation:**

**Create a new journey version.** is the appropriate way to change the order of email activities in an existing Journey Builder journey. A journey version provides a controlled workspace based on the existing journey configuration, allowing the marketing associate to revise the flow, including the sequence in which contacts receive email activities. The associate can validate the revised path and settings before activation, rather than changing the live journey's structure directly.

When the new version is activated, Journey Builder applies the updated design for contacts entering the journey going forward. This supports safe lifecycle management: the original version remains available as historical context, while the new version represents the updated customer experience. The associate should also review entry-source and versioning behavior before activation so that the intended audience follows the revised sequence and the change aligns with the campaign's timing and measurement plan.

Salesforce Trailhead explains the role of Journey Builder in designing and managing multistep customer journeys in Journey Builder Basics. For additional official guidance on building and managing journeys, see the Salesforce Marketing Cloud Engagement Journey Builder documentation.

## QUESTION NO: 5

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet.

What is the best practice when this contact data is collected and entered?

**A.** Add collected contacts to an onboarding journey.

**B.** Add collected contacts to a double opt-in campaign.

**C.** Add collected contacts to customer database.

**ANSWER: B**

**Explanation:**

Add collected contacts to a double opt-in campaign. A physical signup sheet can capture a prospective customer's initial interest, but the business should validate both the email address and the person's affirmative consent before treating that person as an email subscriber. In a double opt-in process, DreamHouse enters the contact into a confirmation campaign that sends an email asking the individual to verify the address and explicitly confirm that they want to receive marketing communications. Only contacts who complete that confirmation should be recorded as fully opted in for ongoing email marketing.

This approach creates a stronger permission record, improves data quality by reducing mistyped or third-party email addresses, and helps ensure that the marketing audience consists of people who genuinely expect the communications. It also supports responsible, permission-based marketing practices and can help reduce deliverability problems, spam complaints, and unnecessary unsubscribes. The signup sheet should also clearly disclose what communications the person is agreeing to receive and link to the applicable privacy information. Salesforce's permission-based marketing guidance emphasizes obtaining and managing customer consent, while its double opt-in guidance describes confirming a subscriber's request before activation. See Salesforce Trailhead: Permission-Based Email Marketing and Salesforce Help: Double Opt-In.

## QUESTION NO: 6

DreamHouse Realty (DR) is creating a Smart Capture form using CloudPages to capture contacts' preferences. DR has already created the data extension for the results of the form.

Which fields should DR require prior to the form being submitted?

**A.** Contact's Name, Email Address, Phone Number, and Preferences

**B.** Contact's Name, Email Address, and Communication Opt-In

**C.** Contact's Name, Email Address, and Mailing Address

**ANSWER: B**

**Explanation:**

**Contact's Name, Email Address, and Communication Opt-In** should be required because these fields establish a usable, permission-based contact record. The email address is the essential identifier and delivery address for email marketing, while the contact's name supports basic personalization in future communications. Most importantly, requiring a communication opt-in ensures that the form explicitly captures the person's consent to receive marketing messages. This supports permission-based marketing practices and gives DreamHouse Realty a clear field to use when determining whether a contact is eligible for promotional communications.

Smart Capture forms on CloudPages can write submitted values to a data extension, so the required fields should focus on information needed to identify the subscriber, personalize outreach appropriately, and document permission. Preference selections are valuable for segmentation and content relevance, but the form's foundational requirement is capturing a contactable individual together with their communication consent. Salesforce emphasizes that marketers are responsible for obtaining and honoring consent, including using preference and subscription-management processes to maintain permission-based communications. See Salesforce's Smart Capture documentation and its email compliance best practices.

## QUESTION NO: 7

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement.

How would NTO benefit from using multiple business units in Marketing Cloud?

**A.** By restricting access to NTO's brand-specific content

**B.** By eliminating the need for user roles and permissions

**C.** By limiting the creation of new items for NTO's campaigns

**ANSWER: A**

**Explanation:**

By restricting access to NTO's brand-specific content is correct because business units provide a scalable way to organize Marketing Cloud Engagement for separate brands, divisions, regions, or teams. NTO can create a business-unit structure in which each brand operates in its own area while an enterprise-level account retains appropriate centralized governance. This helps teams work with content, data extensions, subscribers, campaigns, and other assets that are relevant to their own brand rather than exposing every asset to all users across the organization.

Business units also work with user permissions and roles to support controlled access. An administrator can assign users to the business units where they need to work, helping protect brand-specific materials and reducing the risk of a team using another division's assets or audience data unintentionally. Depending on the configuration and sharing settings, NTO can still make selected assets available across business units when a centrally managed approach is needed. This balance of separation, governance, and selective collaboration is especially valuable when several brands share a Marketing Cloud Engagement implementation. Salesforce describes business units and enterprise account organization in its Marketing Cloud Engagement business units documentation and explains account access controls in its users and permissions documentation.

## QUESTION NO: 8

Northern Trail Outfitters receives a customer file in its Enhanced FTP account each night. The file must be moved to the location used by an existing import activity before the customer data can be loaded into a data extension.

Which Automation Studio activity should the associate use?

**A.** Import Activity

**B.** Filter Activity

**C.** File Transfer Activity

**ANSWER: C**

**Explanation:**

**File Transfer Activity** is the correct activity because it moves, copies, renames, or otherwise manages files stored in Marketing Cloud Engagement file locations, including Enhanced FTP. The associate can place this activity before the import activity in the automation.

An Import Activity loads data from a file into a data extension, but it does not perform the required file movement. A Filter Activity creates a filtered data extension from existing data and does not process files from FTP.

## QUESTION NO: 9

Cloud Kicks collects a customer's full date of birth during account registration. For an email campaign, the marketing team only needs to identify customers who are 18 years of age or older.

Which data-handling approach best aligns with the GDPR data-minimization principle?

**A.** Store or use an age-eligibility value when the full birth date is not needed.

**B.** Collect additional demographic information for future campaign use.

**C.** Retain the full birth date indefinitely for all marketing campaigns.

**D.** Share the full birth date with partners for unrelated promotions.

**ANSWER: A**

**Explanation:**

**Store or use an age-eligibility value when the full birth date is not needed** best aligns with data minimization. The campaign requirement is to determine eligibility, so retaining or activating only the information necessary for that purpose reduces unnecessary processing of personal data.

Collecting additional demographic details, retaining data indefinitely, or sharing the date of birth for unrelated marketing purposes goes beyond what is necessary for the stated campaign objective.

## QUESTION NO: 10

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**

**Explanation:**

All Subscribers in Email Studio is the correct place to check this customer's email subscription status. The All Subscribers list is Marketing Cloud Engagement's central subscriber-management view for email, showing each subscriber's current status, such as Active, Unsubscribed, Held, or Bounced. Because the reported issue concerns the customer not receiving email for an extended period and uncertainty about whether they opted out, an associate should first look up the subscriber there to confirm whether Marketing Cloud can send commercial email to that address.

The subscriber record can also help identify whether a delivery-related status, such as a bounce or held status, is preventing sends. Subscriber status is managed at the Email Studio subscriber level and can be viewed from the All Subscribers list, making it the appropriate operational location for investigating email eligibility and subscription state. Salesforce's Email Studio documentation describes All Subscribers as the list that contains every subscriber in the account and supports viewing and managing subscriber status. See Salesforce Help: All Subscribers and Salesforce Help: Subscriber Status.

## QUESTION NO: 11

Northern Trail Outfitters is receiving numerous complaints from subscribers that they are unable to find a newsletter they signed up for. Tracking information is indicating the email server rejected the email.

Which status describes the issue?

**A.** Unsubscribed

**B.** Bounce

**C.** Held

**ANSWER: B**

**Explanation:**

**Bounce** is the correct status because Salesforce Marketing Cloud records a bounce when a recipient's mail server rejects an email message. Email tracking captures the delivery outcome and classifies the event as a bounce when the message cannot be accepted by the destination server. This directly matches the reported tracking information: the email was rejected by the email server rather than successfully delivered to the subscriber's mailbox. Bounce data is important for maintaining list quality and deliverability because it identifies addresses or destination-server conditions that prevented delivery. Marketing Cloud further categorizes bounces, such as hard and soft bounces, to help marketers understand whether the failure is likely permanent or temporary and to manage subscriber records appropriately. In this scenario, the key evidence is the server rejection shown in tracking, so the applicable subscriber status is Bounce. Salesforce's documentation on tracking and deliverability provides additional context on bounce events and their role in email reporting: Marketing Cloud Engagement Email Tracking and Bounce Mail Management.

## QUESTION NO: 12

Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.

Which of the following is considered best practice regarding unsolicited emails?

**A.** Make sure that subject lines are ambiguous and general.

**B.** Ensure transactional message subject lines are promotional.

**C.** Capture explicit consent from users.

## ANSWER: C

**Explanation:**

Capture explicit consent from users is the email-marketing best practice because it means a person has knowingly and affirmatively agreed to receive marketing messages. Consent should be collected through a clear opt-in process, with language that explains what the person is signing up for and identifies the sender. This creates a permission-based subscriber list whose members are more likely to expect and engage with the messages they receive.

Permission is fundamental to sustainable deliverability. When recipients recognize and want the mail they receive, they are less likely to report it as spam or complain, helping maintain a positive sending reputation with mailbox providers and ISPs. Consent records also provide evidence of how and when a subscriber opted in, which supports responsible data handling and compliance efforts. Salesforce recommends obtaining explicit consent and honoring subscriber preferences as part of maintaining trusted customer relationships. For practical guidance, see Salesforce: Permission-Based Email Marketing. Regulatory guidance similarly emphasizes valid consent for direct marketing communications; see the UK ICO guide to electronic mail marketing.

## QUESTION NO: 13

The marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information to a data extension in Marketing Cloud Engagement.

Which functionality should the associate use?

**A.** Web Collect

**B.** MobileConnect

**C.** Smart Capture

## ANSWER: C

**Explanation:**

Smart Capture is the appropriate functionality for creating a form on a Marketing Cloud Engagement landing page and saving submitted contact information directly to a data extension. Available in CloudPages, Smart Capture provides a dragand-drop form component that marketers can configure without writing custom server-side code. The associate selects the target data extension, maps form fields to its fields, and can configure submission behavior such as a confirmation message or redirect. When a visitor submits the form, Marketing Cloud Engagement writes the captured values to the selected data extension, making the information available for segmentation, personalization, and future campaign activity. The data extension should be configured with fields that match the information being collected, and its subscriber key and consent-related data should be designed appropriately for the organization's contact and permission-management practices. This makes Smart Capture well suited to a standard landing-page lead or contact-data collection use case. Salesforce Trailhead describes using Smart Capture forms in CloudPages to collect customer data and connect submissions to a data extension: Create CloudPages Landing Pages. Additional CloudPages learning resources are available at Salesforce Help: CloudPages.

## QUESTION NO: 14

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?

**A.** Transactional Send Classification

**B.** URL link to privacy standards

**C.** Physical mailing address

## ANSWER: C

**Explanation:**

**Physical mailing address** is required in commercial email messages under the CAN-SPAM Act. A sender must provide a valid physical postal address where it can receive mail. This may be a current street address, a properly registered post office box, or a properly registered private mailbox. Including this information identifies the organization responsible for the message and gives recipients a legitimate way to locate or contact the sender.

For Marketing Cloud Engagement campaigns, the physical mailing address is commonly placed in the email footer along with other required compliance content, such as a clear unsubscribe mechanism. Send classifications and publication lists can help marketers consistently apply required footer and unsubscribe content across sends. The address itself must be valid and maintained as part of the organization's sender and compliance details; it is not merely a branding element. Applying the required physical mailing address to every commercial marketing email supports lawful sending practices and helps establish transparent, trustworthy communication with subscribers. The Federal Trade Commission's CAN-SPAM compliance guide lists a valid physical postal address as one of the core requirements for commercial email. See the FTC CAN-SPAM Act Compliance Guide for Business and Salesforce's Marketing Cloud Engagement CAN-SPAM compliance guidance.