



# Salesforce Marketing Associate

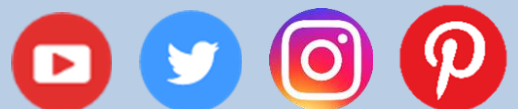
**Salesforce Marketing Associate Certification  
Questions & Answers**

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Questions | Practice Test

**MARKETING ASSOCIATE**

**[Salesforce Certified Marketing Associate](#)**

40 Questions Exam – 65% Cut Score – Duration of 70 minutes



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# Discover More about the Marketing Associate Certification

Are you interested in passing the Salesforce Marketing Associate exam? First discover, who benefits from the Marketing Associate certification. The Marketing Associate is suitable for a candidate if he wants to learn about Salesforce Associate. Passing the Marketing Associate exam earns you the Salesforce Certified Marketing Associate title.

While preparing for the Marketing Associate exam, many candidates struggle to get the necessary materials. But do not worry; your struggling days are over. The Marketing Associate PDF contains some of the most valuable preparation tips and the details and instant access to useful Marketing Associate study materials [just at one click](#).

## Salesforce Marketing Associate Certification Details:

<b>Exam Name</b>	Salesforce Marketing Associate
<b>Exam Code</b>	Marketing Associate
<b>Exam Price</b>	Registration fee: USD 75 Retake fee: Free
<b>Duration</b>	70 minutes
<b>Number of Questions</b>	40
<b>Passing Score</b>	65%
<b>Recommended Training / Books</b>	<a href="#">Prepare for Your Salesforce Marketing Associate Credential</a>
<b>Schedule Exam</b>	<a href="#">Kryterion Webassessor</a>
<b>Sample Questions</b>	<a href="#">Salesforce Marketing Associate Sample Questions</a>
<b>Recommended Practice</b>	<a href="#">Salesforce Certified Marketing Associate Practice Test</a>

## Marketing Associate Syllabus:

Section	Objectives	Weight
<b>Marketing Concepts</b>	<ul style="list-style-type: none"> <li>- Describe key components of a marketing strategy and how they align with the overall marketing purpose.</li> <li>- Given a scenario, identify key requirements for implementing an effective email opt-in process in a marketing campaign.</li> <li>- Recall the regional nature of privacy laws with respect to the subscriber base in order to uphold privacy standards in the context of marketing.</li> <li>- Given a scenario, provide examples of basic email goals, metrics, and relative value in assessing the success of a marketing campaign.</li> <li>- Given a customer experience scenario, summarize the type of content and message conveyed to the target audience.</li> </ul>	<b>28%</b>
<b>Marketing Cloud Engagement Basics</b>	<ul style="list-style-type: none"> <li>- Identify solutions for regional or business related account structures as they relate to business units and corresponding permissions in Marketing Cloud Engagement.</li> <li>- Apply essential features of Marketing Cloud Engagement (MCE) for marketing activities.</li> <li>- Identify different Salesforce curated resources for assistance, training, and support when using Marketing Cloud Engagement.</li> <li>- Differentiate between subscriber keys, contact keys, and contact IDs to uniquely identify subscribers.</li> <li>- Given requirements, determine a proper Cloudpage form submission setup.</li> </ul>	<b>22%</b>
<b>Email Sending and Journeys</b>	<ul style="list-style-type: none"> <li>- Outline the necessary configurations to activate a journey and configure entry criteria for a successful activation.</li> <li>- Given a scenario, identify the recommended</li> </ul>	<b>22%</b>

Section	Objectives	Weight
	configuration for the email send wizard settings. - Distinguish between template components and content blocks when building emails in Marketing Cloud Engagement. - Given a scenario, identify which journey functionality should be used to address business needs. - Given a scenario, identify how to accomplish content rendering validation.	
<b>Data Management</b>	- Given a scenario, summarize the various data import mechanisms and requirements. - Configure settings when creating a new data extension, including settings for data fields. - Given a scenario, recommend the best way to interpret a data extension to identify the desired target data	<b>18%</b>
<b>Reporting and Analytics</b>	- Identify where specific data can be found in Marketing Cloud Engagement. - Interpret undesired send results and possible deliverability consequences.	<b>10%</b>

## Broaden Your Knowledge with Salesforce Marketing Associate Sample Questions:

### Question: 1

What are key elements to include in an email opt-in form?

(Choose Two)

- A pre-checked subscription box
- Clear explanation of what the subscriber will receive
- Notice of the privacy policy
- Details about third-party data sharing

**Answer: b, c**

**Question: 2**

What is the primary role of a value proposition in a marketing strategy?

- a) To define product pricing
- b) To communicate the unique benefits of a product
- c) To outline the company's financial goals
- d) To establish HR policies

**Answer: b**

**Question: 3**

How should a data extension be configured to optimize performance in large-scale marketing campaigns?

- a) Use text fields for all data types
- b) Enable data retention policy
- c) Include as many fields as possible
- d) Set primary keys to ensure uniqueness

**Answer: d**

**Question: 4**

Considering regional privacy laws, what is essential for marketing teams to comply with legal standards?

- a) Having a global privacy policy that ignores regional differences
- b) Customizing privacy policies to reflect local laws and regulations
- c) Collecting as much data as possible regardless of locality
- d) Ignoring opt-out requests for simplicity

**Answer: b**

**Question: 5**

How should marketers manage data under GDPR compared to CCPA?

(Choose Two)

- a) Include clear opt-in consent mechanisms
- b) Provide easily accessible opt-out options
- c) Assume consent for data collection
- d) Implement stricter data security measures than required by CCPA

**Answer: a, b**

**Question: 6**

In the context of personalized marketing, how should messages be tailored to individual customer segments?

- a) By reflecting the specific needs and interests of each segment
- b) By using the same message across all segments to maintain consistency
- c) By focusing solely on product features
- d) By sending frequent messages to increase visibility

**Answer: a**

**Question: 7**

Where can you typically find engagement metrics such as open rates and click-through rates in Marketing Cloud?

- a) Email Studio
- b) Journey Builder
- c) Audience Builder
- d) Web Analytics

**Answer: a**

**Question: 8**

Which component is crucial for defining the target market in a marketing strategy?

- a) Price points
- b) Distribution channels
- c) Market segmentation
- d) Promotional activities

**Answer: c**

**Question: 9**

When importing data into Marketing Cloud, what is a key requirement to ensure data integrity?

- a) The import file must include a header row
- b) Data must be in a proprietary format
- c) All data must be encrypted
- d) Data should be imported daily

**Answer: a**

**Question: 10**

Where can users find specific help for troubleshooting issues in Marketing Cloud Engagement?

- a) Salesforce Knowledge Base
- b) Online forums unrelated to Salesforce
- c) Any general tech support service
- d) Competitor websites

**Answer: a**

## Avail the Study Guide to Pass Salesforce Marketing Associate Exam:

- Find out about the Marketing Associate syllabus topics. Visiting the official site offers an idea about the exam structure and other important study resources. Going through the syllabus topics help to plan the exam in an organized manner.
- Once you are done exploring the [Marketing Associate syllabus](#), it is time to plan for studying and covering the syllabus topics from the core. Chalk out the best plan for yourself to cover each part of the syllabus in a hassle-free manner.
- A study schedule helps you to stay calm throughout your exam preparation. It should contain your materials and thoughts like study hours, number of topics for daily studying mentioned on it. The best bet to clear the exam is to follow your schedule rigorously.
- The candidate should not miss out on the scope to learn from the Marketing Associate training. Joining the Salesforce provided training for Marketing Associate exam helps a candidate to strengthen his practical knowledge base from the certification.
- Learning about the probable questions and gaining knowledge regarding the exam structure helps a lot. Go through the [Marketing Associate sample questions](#) and boost your knowledge
- Make yourself a pro through online practicing the syllabus topics. Marketing Associate practice tests would guide you on your strengths and weaknesses regarding the syllabus topics. Through rigorous practicing, you can improve the weaker sections too. Learn well about time management during exam and become confident gradually with practice tests.



## Career Benefits:

- Passing the Marketing Associate exam, helps a candidate to prosper highly in his career. Having the certification on the resume adds to the candidate's benefit and helps to get the best opportunities.

### **Here Is the Trusted Practice Test for the Marketing Associate Certification**

VMExam.Com is here with all the necessary details regarding the Marketing Associate exam. We provide authentic practice tests for the Marketing Associate exam. What do you gain from these practice tests? You get to experience the real exam-like questions made by industry experts and get a scope to improve your performance in the actual exam. Rely on VMExam.Com for rigorous, unlimited two-month attempts on the [Marketing Associate practice tests](#), and gradually build your confidence. Rigorous practice made many aspirants successful and made their journey easy towards grabbing the Salesforce Certified Marketing Associate.

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