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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Data Management: This section of the exam measures skills of CRM Administrators and covers essential aspects of managing data in Marketing Cloud Engagement. It includes understanding import mechanisms, configuring data extension settings, and interpreting data extensions to target the right audience. Candidates are expected to recommend suitable ways to manage and organize data effectively for campaign success.

Topic 2	<ul style="list-style-type: none"> Marketing Cloud Engagement Basics: This section of the exam measures skills of CRM Administrators and focuses on the fundamental features of Marketing Cloud Engagement. It evaluates the ability to set up account structures for different regions or business units, apply core platform features, and locate Salesforce resources for training and support. Candidates must also distinguish between identifiers such as subscriber keys, contact keys, and contact IDs, along with configuring Cloudpage form submissions when required.
Topic 3	<ul style="list-style-type: none"> Marketing Concepts: This section of the exam measures skills of Marketing Specialists and covers the foundations of marketing strategy and its alignment with overall business objectives. It includes knowledge of email opt-in processes, understanding of privacy laws across regions, and the ability to define goals and metrics for campaigns. Candidates are also expected to recognize how different types of content and messaging create impact in customer experience scenarios.
Topic 4	<ul style="list-style-type: none"> Email Sending and Journeys: This section of the exam measures skills of Marketing Specialists and emphasizes the configuration of journeys and email campaigns in Marketing Cloud Engagement. It ensures candidates can activate journeys, configure entry criteria, and manage email send wizard settings. It also covers differentiating between templates and content blocks, choosing the right journey functionality to meet business goals, and validating content rendering effectively.
Topic 5	<ul style="list-style-type: none"> Reporting and Analytics: This section of the exam measures skills of Marketing Specialists and highlights the use of reporting tools and analytics in Marketing Cloud Engagement. It includes identifying where to locate specific data, interpreting send results, and understanding the consequences of poor deliverability. The focus is on enabling candidates to analyze campaign performance and act on insights for optimization.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q122-Q127):

NEW QUESTION # 122

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- A. Intelligence Reports
- B. Email Studio Send Tracking
- C. Marketing Cloud Engagement Reports

Answer: C

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

NEW QUESTION # 123

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. A/B Test Content Block
- B. Reference Content Block
- C. Dynamic Content Block

Answer: C

Explanation:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

NEW QUESTION # 124

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement.

Which resource provides knowledge checks and community-centered assets?

- A. Salesforce Help & Training
- B. Knowledge Base
- C. Trailhead

Answer: C

Explanation:

Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

NEW QUESTION # 125

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts are included on All Subscribers once messaged via email.
- B. All Contacts and All Subscribers are included on one list and cannot be separated.
- C. All Contacts and All Subscribers are two separate lists with no overlap.

Answer: A

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective

segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 126

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- A. Data Relationships
- **B. Data Retention**
- C. Primary Key

Answer: B

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 127

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