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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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 2	• 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 3	• 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.
Topic 4	• 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 5	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q101-Q106):

NEW QUESTION # 101
A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.
What should the associate reference?

- A. Salesforce Trust Site
- B. Salesforce Help & Training
- C. Trailblazer Community

Answer: A

Explanation:
To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 102
A marketing associate at Cloud Kicks notices that only half of the targeted recipients of a specific email send job successfully received the email. One of the targeted recipients notifies Cloud Kicks that they did not receive the email.
After checking the Subscriber Status, which All Subscriber List field should the associate check next?

- A. Date Unsubscribed

- B. Unsubscribe Reason
- C. Subscriber Key

Answer: C

Explanation:
After checking the Subscriber Status, the associate should check the Subscriber Key next. The Subscriber Key is a unique identifier for each subscriber in the All Subscribers list, which can help identify issues related to a specific recipient's email delivery. It is especially useful in troubleshooting scenarios where an email has not been successfully received, as it allows the associate to verify the specific subscriber's record and investigate potential causes for the delivery issue.

NEW QUESTION # 103
What is used to identify unique member records?

- A. Foreign Key
- B. Primary Key
- C. Subscriber Key

Answer: C

Explanation:
In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.
The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.
References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 104
. Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.
Which setting in the email send flow controls this?

- A. Sender Profile
- B. From Address Management
- C. Delivery Profile

Answer: A

Explanation:
In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.
By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.
References: Salesforce Marketing Cloud documentation on email sending configurations provides detailed guidance on setting up and using Sender Profiles, including how to incorporate dynamic content and scripts to personalize sender information.

NEW QUESTION # 105
How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By individually assigning access permissions to users
- B. By storing items they want to share in a shared folder
- C. By establishing a dedicated business unit for shared Items

Answer: B

Explanation:
In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.
Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.
By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.
References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 106

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