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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"> • 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 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"> • 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 5	<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.

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MC-101 Valid Test Question | MC-101 Exam Outline

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q37-Q42):

NEW QUESTION # 37

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

- **A. Create the target data extension in Marketing Cloud.**
- B. Rename the file to "products.xml".
- C. Use Automation Studio to create a File Transfer activity.

Answer: A

Explanation:

Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.

* **Why Creating a Data Extension is Necessary:** The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.

* **Salesforce Documentation Reference:** For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing

Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 38

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

- A. Define Properties
- B. Review and Send
- C. Configure Delivery

Answer: A

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

NEW QUESTION # 39

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. Ensure transactional message subject lines are promotional.
- B. Capture explicit consent from users.
- C. Make sure that subject lines are ambiguous and general.

Answer: B

Explanation:

In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.

References: Best practices and regulatory compliance guidelines, such as those outlined in GDPR and other email marketing regulations, emphasize the importance of explicit consent in building a healthy email list and maintaining positive engagement with recipients.

NEW QUESTION # 40

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- A. Commercial Send Classification
- B. Transactional Send Classification
- C. A Send Classification with honor list-level opt outs checked

Answer: B

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

NEW QUESTION # 41

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

Answer: A

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 # 42

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