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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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	• 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q105-Q110):

NEW QUESTION # 105
A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values. Which data type is most appropriate for this data?

- A. Text
- B. Number
- C. Boolean

Answer: C

Explanation:
For a field called "Is Opted In" with data values of 1 or 0, the most appropriate data type is Boolean. Boolean data types are used to represent true/false values, often signified by 1 for true and 0 for false. This data type is ideal for fields that indicate a binary condition, such as whether a subscriber has opted in or out of receiving communications.

NEW QUESTION # 106
The marketing associate at Cloud Kicks is asked to compare goal attainment across three separate journeys at a glance in order to improve their marketing strategy.

Which feature should the associate use?

- A. Journey History
- B. Journey Dashboard
- C. Journey Health

Answer: B

Explanation:
To compare goal attainment across three separate journeys at a glance, the associate should use the Journey Dashboard feature in Salesforce Marketing Cloud. The Journey Dashboard provides a comprehensive overview of journey performance, including key metrics and goal attainment, in a visual format. This allows marketers to quickly assess the effectiveness of different journeys and make informed decisions to improve their marketing strategy.

NEW QUESTION # 107
Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to data access and portability
- B. Rights to not be forgotten or processed
- C. Rights to request and modify data as they see fit

Answer: A

Explanation:
Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.
These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.
References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 108
Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.
Which send configuration setting should be leveraged?

- A. General Send Classification
- B. Transactional Send Classification
- C. Commercial Send Classification

Answer: B

Explanation:
For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby reducing the likelihood of unsubscribes.
Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.
References: Salesforce Marketing Cloud documentation provides clear guidelines on different send classifications, outlining the specific use cases for transactional sends and their importance in maintaining customer engagement and regulatory compliance.

NEW QUESTION # 109

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, and Mailing Address
- B. Contact's Name, Email Address, and Communication Opt-In
- C. Contact's Name, Email Address, Phone Number, and Preferences

Answer: B

Explanation:

When creating a Smart Capture form using CloudPages in Salesforce Marketing Cloud, it's important to focus on fields that are essential for both compliance and personalization. For DreamHouse Realty (DR), requiring only necessary information aligns with best practices, focusing on what's critical for both data utility and user experience.
* Purpose of Required Fields:
* Contact's Name: This is necessary to personalize communications, a best practice for enhancing engagement.
* Email Address: As the primary contact method in email marketing, this field is critical for delivering communications.
* Communication Opt-In: According to data privacy laws and Salesforce Marketing Cloud best practices, it's essential to include an opt-in field to ensure compliance with permission-based marketing regulations (e.g., GDPR, CAN-SPAM). This is a pivotal aspect of responsible marketing and protects DR from potential compliance issues.
* Why Other Options are Not Ideal:
* Phone Number and Preferences: Although valuable for segmentation, they are not necessarily required to capture initial consent and could deter form completion due to the excess information requested.
* Mailing Address: Similar to phone numbers, this may not be essential for initial communication via email and can be collected at a later stage if needed.
* Salesforce Marketing Cloud Documentation References:
* Salesforce Marketing Cloud recommends collecting minimal information upfront to encourage form completion and increase opt-in rates. More details can be gathered progressively through ongoing engagement (reference: Salesforce Help - Smart Capture Forms).
* Explicit opt-in consent fields are often highlighted within Salesforce's guidelines for GDPR compliance and responsible data management practices (reference: Salesforce Compliance - GDPR).
Requiring Contact's Name, Email Address, and Communication Opt-In ensures that DreamHouse Realty collects sufficient information for compliance and personalization without overwhelming the user with unnecessary fields on the initial form.

NEW QUESTION # 110

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