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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	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	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	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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q60-Q65):

NEW QUESTION # 60

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send. What is causing the email to hard bounce?

- A. The email address is invalid.
- B. The recipient's mailbox is temporarily unavailable.
- C. The subscriber's mailbox is full.

Answer: A

Explanation:

A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.

Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.

References: Salesforce Marketing Cloud documentation on email deliverability provides insights into understanding and managing hard bounces, including best practices for maintaining a healthy email list and ensuring high-quality data management.

NEW QUESTION # 61

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Bounce
- **B. Held**
- C. Wrong email

Answer: B

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 62

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone.

What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- **A. Use Roles & Permissions to set modify and delete permissions for key data extensions.**
- B. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.
- C. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.

Answer: A

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 63

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

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

Answer: C

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 # 64

Cloud Kicks has three products it wants to individually feature as the main image of an email.

Which content block type should best accomplish this design?

- A. Free Form Content Block
- **B. Image Carousel Block**

- C. Single Image Block

Answer: B

Explanation:

The Image Carousel Block in Salesforce Marketing Cloud's Content Builder is ideal for showcasing multiple images in a single email. It allows Cloud Kicks to feature three different products as the main images in a rotating carousel, providing an interactive and engaging experience for the recipient.

* Advantages of Image Carousel: It allows multiple images to be displayed within the same space, enhancing visual appeal and saving layout space.

* Salesforce Documentation Reference: For additional information, refer to Content Builder Image Carousel.

NEW QUESTION # 65

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