

높은통과율MC-101시험패스가능한인증덤프인증시험 공부



그 외, ITDumpsKR MC-101 시험 문제집 일부가 지금은 무료입니다: <https://drive.google.com/open?id=1EcedfLW76fjBTyAWRQkEXHOxEjjzpn>

덤프는 구체적인 업데이트주기가 존재하지 않습니다. 하지만 저희는 수시로 Salesforce MC-101 시험문제 변경을 체크하여Salesforce MC-101덤프를 가장 최신버전으로 업데이트하도록 최선을 다하고 있습니다. Salesforce MC-101덤프를 구매하면 1년간 업데이트될때마다 최신버전을 구매시 사용한 메일로 전송해드립니다.

Salesforce MC-101 시험요강:

주제	소개
주제 1	<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.

주제 2	<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.
주제 3	<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.
주제 4	<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.
주제 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.

>> MC-101시험패스 가능한 인증덤프 <<

MC-101최신 시험대비자료 - MC-101최신 시험 최신 덤프자료

ITDumpsKR의Salesforce MC-101인증시험의 자료 메뉴에는Salesforce MC-101인증시험실기와Salesforce MC-101인증 시험 문제집으로 나누어져 있습니다.우리 사이트에서 관련된 학습가이드를 만나보실 수 있습니다. 우리 ITDumpsKR의Salesforce MC-101인증시험자료를 자세히 보시면 제일 알맞고 보장도가 높으며 또한 제일 전면적인 것을 느끼게 될 것입니다.

최신 Salesforce Marketers MC-101 무료샘플문제 (Q76-Q81):

질문 # 76

Cloud Kicks is participating in an event partnering with athletic leagues and other sports retailers. The marketing team would like to collect consent to email attendees after the event.

What is the best practice to collect consent?

- A. Obtain handwritten submissions at the booth.
- B. Provide a digital form or QR code at the booth.
- C. Email everyone from the attendance list.

정답: B

설명:

The best practice for collecting consent to email event attendees, particularly in a setting such as an event partnering with athletic leagues and other sports retailers, is to provide a digital form or QR code at the booth.

This approach enables attendees to easily and quickly provide their consent to receive communications, including their email addresses and any other necessary information, directly from their mobile devices.

Using a digital form or QR code not only streamlines the consent collection process but also ensures accuracy and efficiency in capturing attendee information. It also aligns with best practices in data collection and consent management, ensuring that consent is obtained in a clear and unambiguous manner.

References: Best practices in event marketing and consent collection emphasize the importance of making the process as accessible and straightforward as possible for attendees, often recommending digital solutions like forms or QR codes to enhance user experience and compliance.

질문 # 77

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.

Which CAN-SPAM requirement should the associate check for compliance?

- A. Ensure the domain and subdomain of any email addresses match company's web domain.
- B. Only email people who have double opted-in to receive communications.
- C. Include the organization's physical mailing address in the email.

정답: C

설명:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.

* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.

* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

질문 # 78

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement.

How would NTO benefit from using multiple business units in Marketing Cloud?

- A. By eliminating the need for user roles and permissions
- B. By restricting access to NTO's brand-specific content
- C. By limiting the creation of new items for NTO's campaigns

정답: B

설명:

Using multiple business units in Marketing Cloud allows Northern Trail Outfitters (NTO) to manage its multiple divisions and brands more effectively by restricting access to brand-specific content. Each business unit can be set up to represent a different brand or division, with its own content, subscribers, and user permissions. This organizational structure ensures that marketing initiatives remain distinct and relevant to each brand, while also maintaining data integrity and security by controlling user access to specific business units and their associated content.

질문 # 79

The marketing manager at Cloud Kicks would like a report on the return on investment (ROI) across a series of marketing campaigns.

The ROI is being calculated using metrics stored on custom data extensions.

Which functionality should be used?

- A. Intelligence Reports
- B. Tracking Reports
- C. Journey Analytics Dashboard

정답: A

설명:

Intelligence Reports (formerly known as Datorama Reports) are designed for advanced analytics within Salesforce Marketing Cloud. This tool is ideal for calculating ROI across campaigns, as it can integrate data from custom data extensions and provides robust reporting capabilities, including custom metrics and performance analysis.

* Why Intelligence Reports Are Ideal for ROI: They offer detailed and customizable reporting capabilities, which are essential for calculating metrics like ROI that require data from multiple sources.

* Salesforce Documentation Reference: See the Intelligence Reports Overview for details on setting up and using Intelligence Reports.

The marketing team at Northern Trail Outfitters wants to test their new dynamic rewards template using internal team members' unique records to display their personalized data.

Which option should the associate use to configure Preview and Test?

- 정답: B**

To test a new dynamic rewards template using internal team members' unique records to display personalized data, the associate should configure Preview and Test based on a test data extension. This option allows the associate to create a data extension specifically for testing purposes, populated with sample records that mimic the structure and content of the team members' data. This approach ensures that the preview and testing accurately reflect how the dynamic content will appear to recipients, facilitating a more effective review process.

• • • • •

MC-101최신 시험대비자료 : <https://www.itdumpskr.com/MC-101-exam.html>

- 참고: ITDumpsKR에서 Google Drive로 공유하는 무료, 최신 MC-101 시험 문제집이 있습니다:
<https://drive.google.com/open?id=1EcedfLW76fjBTevAWRQkEXHOxEljzn>