

MC-101的中問題集、MC-101最新試験



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IT職員のあなたは毎月毎月のあまり少ない給料を持っていますが、暇の時間でひたすら楽しむんでいいですか。Salesforce MC-101試験認定書はIT職員野給料増加と仕事の昇進にとって、大切なものです。それで、我々社の無料のSalesforce MC-101デモを参考して、あなたに相応しい問題集を入手します。暇の時間を利用して勉強します。努力すれば報われますので、Salesforce MC-101資格認定を取得して自分の生活状況を改善できます。

ほとんどの労働者の基準はますます高くなっています。MC-101ガイドの質問にも高い目標を設定しました。私たちのトレーニング資料は、顧客の関心を他のポイントよりも前面に置き、高度なMC-101学習資料に常に取り組んでいます。これまで、最も複雑なMC-101ガイドの質問を簡素化し、簡単な操作システムを設計しました。MC-101試験問題の自然でシームレスなユーザーインターフェイスは、より流暢に成長しました。使いやすさ。

>> MC-101的中問題集 <<

MC-101最新試験、MC-101日本語pdf問題

今の社会はますます激しく変化しているから、私たちはいつまでも危機意識を強化します。キャンパス内のIT知識を学ぶ学生なり、IT職人なり、MC-101試験資格認証証明書を取得して、社会需要に応じて自分の能力を高めます。我々社は最高のSalesforce MC-101試験問題集を開発し提供して、一番なサービスを与えて努力しています。業界で有名なSalesforce MC-101問題集販売会社として、購入意向があると、我々の商品を選んでくださいませんか。

Salesforce Certified Marketing Cloud Engagement Foundations 認定 MC-101 試験問題 (Q120-Q125):

質問 # 120

A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send. Recently, NTO:

- * Updated its Commercial Send Classification
 - * Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
 - * Tested new subject lines in its email campaigns
- What is causing the high bounce rate?

- A. The newly added contacts had NOT given consent for email marketing.
- B. The updated subject lines triggered spam alerts and the emails were flagged as junk.
- **C. Some newly added contacts' email addresses were invalid.**

正解: C

解説:

The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.

It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.

References: Best practices in email marketing stress the importance of maintaining list hygiene by regularly validating and cleaning email lists to minimize hard bounces and ensure effective communication with the audience.

質問 # 121

Northern Trail Outfitters has been running an email marketing campaign for 6 months. The head of sales wants to know how many new sales leads this email campaign is generating. Which marketing metric should the associate present to the head of sales?

- A. Impressions
- B. Clicks
- **C. Conversions**

正解: C

解説:

To demonstrate the effectiveness of an email marketing campaign in generating new sales leads, the most relevant metric to present to the head of sales is conversions. Conversions refer to the actions that email recipients take as a direct result of the campaign that align with predefined goals, such as filling out a contact form, signing up for a webinar, or making a purchase. This metric directly correlates email engagement with the desired outcome of acquiring new sales leads, providing a tangible measure of the campaign's impact on business objectives.

Focusing on conversions allows the marketing team to quantify the effectiveness of the email campaign in driving meaningful actions that contribute to the sales pipeline.

References: Best practices in email marketing and analytics emphasize the importance of tracking conversions as a key performance indicator for assessing the direct impact of marketing efforts on lead generation and sales outcomes.

質問 # 122

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.**

正解: C

解説:

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.

質問 # 123

The marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information to a data extension in Marketing Cloud Engagement.

Which functionality should the associate use?

- A. Web Collect
- **B. Smart Capture**
- C. MobileConnect

正解: B

解説:

When the marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information that feeds directly into a data extension in Marketing Cloud Engagement, the most appropriate functionality to use is Smart Capture. Smart Capture is a form tool available in Salesforce Marketing Cloud that allows users to easily create and customize forms to collect data from visitors on web pages or landing pages.

By using Smart Capture, the team can design forms that align with their branding and specific data collection needs, and directly link the form to a data extension where the collected contact information is stored. This seamless integration facilitates efficient data collection and management, enabling the team to quickly leverage the collected data for marketing campaigns and engagement activities.

References: Salesforce Marketing Cloud documentation on Smart Capture provides detailed instructions on how to set up and use the tool for data collection on landing pages, including how to connect forms to data extensions for automatic data capture and storage.

質問 # 124

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- **A. Use decision splits to separate the audience based on location.**
- B. Create a Journey for each location.
- C. Send the entire journey to available contacts.

正解: A

解説:

Decision splits in Journey Builder allow DreamHouse Realty to send targeted emails based on contacts' specific areas of interest. By using a decision split based on location, the journey can branch to ensure that each contact receives content relevant to their preferred areas without needing separate journeys for each location.

* Advantages of Decision Splits: This approach keeps the journey streamlined and ensures relevant content delivery based on criteria such as geographic location.

* Salesforce Documentation Reference: See Journey Builder Decision Splits for configuring audience segmentation.

質問 # 125

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MC-101認定試験について、あなたはこうやって思っているのですか。非常に人気があるSalesforceの認定試験の一つとして、この試験も大切です。しかし、試験の準備をよりよくするために試験参考書を探しているときに、優秀な参考資料を見つけるのはたいへん難しいことがわかります。では、どうしたらいいのでしょうか。大丈夫ですよ。Pass4Testはあなたの望みを察して、受験生の皆さんの要望にこたえるために、一番良い試験MC-101問題集を提供してあげます。

MC-101最新試験: <https://www.pass4test.jp/MC-101.html>

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