

Salesforce Certified Marketing Cloud Engagement Foundations Exam Simulator & MC-101 Pass4sure Vce & Salesforce Certified Marketing Cloud Engagement Foundations Study Torrent



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all of our Salesforce MC-101 exam questions follow the latest exam pattern. We have included only relevant and to-the-point Salesforce MC-101 exam questions for the Salesforce Certified Marketing Cloud Engagement Foundations exam preparation. You do not need to waste time preparing for the exam with extra or irrelevant outdated Salesforce MC-101 exam questions. Employers in multinational companies do not want people who have passed the MC-101 Exam but do not understand the Salesforce MC-101 exam topics in depth. Our Salesforce Certified Professionals make sure that MC-101 exam questions cover all core exam topics, allowing you to better understand the important exam topics.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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 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 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"> • 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.

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MC-101 provides actual MC-101 Exam Questions to help candidates pass on the first try, ultimately saving them time and resources. These questions are of the highest quality, ensuring success for those who use them. To achieve success, it's crucial to have access to quality Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam dumps and to prepare for the likely questions that will appear on the exam. MC-101 helps candidates overcome any difficulties they may face in exam preparation, with a 24/7 support team ready to assist with any issues that may arise.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q81-Q86):

NEW QUESTION # 81

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

- *ContactID contains the unique identifier for the contact
- *MobileNumber contains the mobile number of the contact
- *EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. MobileNumber
- B. EmailAddress
- **C. ContactID**

Answer: C

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

NEW QUESTION # 82

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. MobileConnect
- **B. Smart Capture**

- C. Web Collect

Answer: B

Explanation:

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.

NEW QUESTION # 83

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- A. Send Relationship
- B. Contact Delete
- C. Data Retention Policy

Answer: C

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature. This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period. Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

NEW QUESTION # 84

GDPR is a comprehensive privacy law that limits the use of subscriber data in which region?

- A. Eu
- B. USA
- C. Canada

Answer: A

Explanation:

The General Data Protection Regulation (GDPR) is a comprehensive privacy law that applies to all individuals within the European Union. It regulates how companies can collect, process, and store personal data, aiming to protect the privacy rights of EU residents. Compliance with GDPR is required when handling data of individuals located within the EU, regardless of where the business is based.

* Scope of GDPR: It applies to any entity processing the personal data of EU residents, imposing strict rules on consent, data usage, and data security.

* Salesforce Documentation Reference: For GDPR compliance details, see Salesforce and GDPR.

NEW QUESTION # 85

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Easily differentiate the new publication.

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