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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
Topic 2	• Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.

Topic 3	• Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.
Topic 4	• Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.

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Salesforce Certified Platform Foundations Sample Questions (Q76-Q81):

NEW QUESTION # 76
A Salesforce associate wants to learn more about an app to see if it would be a good fir for a business need, but they are not a system administrator.
Where can they learn more about the app?

- A. Global Search
- B. Trailhead
- C. AppExchange

Answer: B

Explanation:
The place where the associate can learn more about an app to see if it would be a good fit for a business need is the AppExchange. The AppExchange is a marketplace where users can find, install, and review apps, components, and solutions that are built on the Salesforce platform and are available for various purposes and industries. The associate can browse the AppExchange by category, rating, price, or keyword, and see the details, features, screenshots, and reviews of each app. Trailhead is a learning platform where users can learn new skills and earn badges and certifications, but it does not provide information about specific apps. Global Search is a feature that allows users to find records and other items in their Salesforce org, but it does not search for apps outside their org.

NEW QUESTION # 77
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