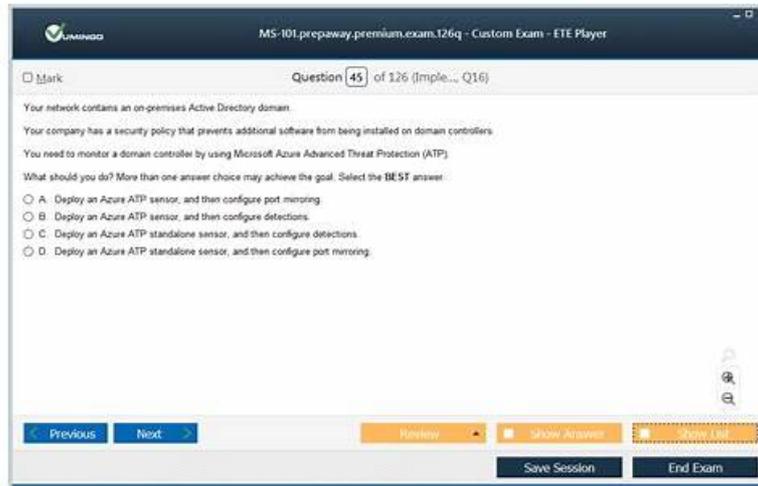


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Comprehensive Salesforce MC-101 Questions in PDF Format

Our Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) practice exam simulator mirrors the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam experience, so you know what to anticipate on Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam day. Our Salesforce MC-101 Practice Test software features various question styles and levels, so you can customize your Salesforce MC-101 exam questions preparation to meet your needs.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 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.
Topic 2	<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 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"> 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	<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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q78-Q83):

NEW QUESTION # 78

In Email Studio, what is used to uniquely identify individuals with a value defined by the admin?

- A. Subscriber Key
- B. Contact ID
- C. Primary Key

Answer: A

Explanation:

In Email Studio, the Subscriber Key is used to uniquely identify individuals. Defined by the admin, it allows for unique tracking of subscriber engagement and prevents duplicate records. Subscriber Key can be an email address, customer ID, or any other unique identifier.

* Importance of Subscriber Key: It provides a unique identifier for managing subscriber data, enabling detailed personalization and tracking across the platform.

* Salesforce Documentation Reference: For more on Subscriber Keys, refer to Subscriber Key Usage in Email Studio.

NEW QUESTION # 79

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them. Which marketing practice should the associate apply?

- A. Promote products that the customer might be interested in.
- B. Utilize first-party data to personalize the customer experience.
- C. Include personal data for the customer to easily access.

Answer: B

Explanation:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data-information directly collected from customers through their

interactions with the brand-enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.

References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

NEW QUESTION # 80

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- **A. Data Retention**
- B. Data Relationships
- C. Primary Key

Answer: A

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 81

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.

Which feature is configured in an account to meet these requirements?

- **A. Reply Mail Management**
- B. Delivery Profiles
- C. From Address Management

Answer: A

Explanation:

To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.

This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.

References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

NEW QUESTION # 82

Northern Trail Outfitters is using an A/B test in Email Studio to determine which version of its Marketing Cloud Engagement email has the highest click-through rate.

How does the A/B test handle the winning condition?

- A. The system continues to send to both test conditions.
- **B. The system declares a winner of the A/B test and sends to the remaining subscribers.**

- C. The system declares a winner of the A/B test and does not send to the remaining subscribers.

Answer: B

Explanation:

In an A/B test within Email Studio to determine the highest click-through rate, the system declares a winner based on the predefined winning criteria (such as highest open rate, click rate, etc.) and then automatically sends the winning version to the remainder of the subscriber list that did not participate in the initial test. This ensures that the most effective email version is distributed to the largest segment of the audience, maximizing the overall performance of the campaign.

NEW QUESTION # 83

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