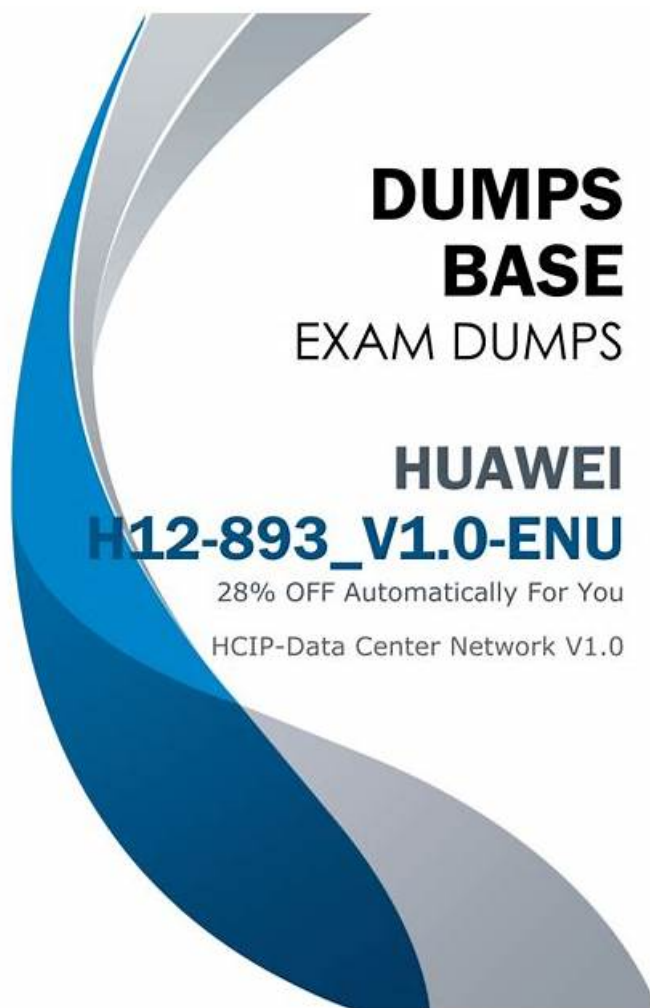


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Salesforce MC-101 Prüfungsplan:

Thema	Einzelheiten
Thema 1	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.

Thema 2	• 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.
Thema 3	• 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.
Thema 4	• 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.
Thema 5	• 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.

>> MC-101 Zertifizierung <<

Echte und neueste MC-101 Fragen und Antworten der Salesforce MC-101 Zertifizierungsprüfung

Solange Sie die Prüfung benötigen, können wir jederzeit die Schulungsunterlagen zur Salesforce MC-101 Zertifizierungsprüfung aktualisieren, um Ihre Prüfungsbedürfnisse abzudecken. Die Schulungsunterlagen von Zertpruefung enthalten viele Übungsfragen und Antworten zur Salesforce MC-101 Zertifizierungsprüfung und geben Ihnen eine 100%-Pass-Garantie. Mit unseren Schulungsunterlagen können Sie sich besser auf Ihre MC-101 Prüfung vorbereiten. Außerdem bieten wir Ihnen einen einjährigen kostenlosen Update-Service.

Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Prüfungsfragen mit Lösungen (Q101-Q106):

101. Frage

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- **A. Transactional Send Classification**
- B. Commercial Send Classification
- C. A Send Classification with honor list-level opt outs checked

Antwort: A

Begründung:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of

subscription status.

102. Frage

The marketing team at Northern Trail Outfitters is exploring helpful features from Salesforce and third parties to assist with their marketing operations.

Which site serves as a marketplace with ready-to-install applications to extend Salesforce products and functionality?

- A. Salesforce Store
- **B. Salesforce AppExchange**
- C. Salesforce Idea Exchange

Antwort: B

Begründung:

Salesforce AppExchange serves as the marketplace for ready-to-install applications, components, and extensions that enhance and extend the functionality of Salesforce products, including Marketing Cloud. It offers a wide range of solutions from Salesforce and third-party vendors designed to meet various business needs and operational requirements.

On AppExchange, Northern Trail Outfitters' marketing team can find applications and tools specifically geared towards marketing operations, ranging from advanced analytics and data management to campaign management and customer engagement solutions. These solutions can be seamlessly integrated with their existing Salesforce environment, providing additional capabilities to support and optimize their marketing operations.

References: The Salesforce AppExchange website provides a comprehensive listing and descriptions of available applications, including user reviews and installation requirements, helping customers make informed decisions about extending their Salesforce functionalities.

103. Frage

An associate wants to reference additional resources in Marketing Cloud Engagement to troubleshoot an issue.

What should the associate use?

- A. Salesforce Trust Site
- **B. Salesforce Help & Training**
- C. Marketing Cloud Engagement Setup

Antwort: B

Begründung:

The Salesforce Help & Training portal provides extensive resources for troubleshooting and learning about Marketing Cloud features. This resource offers guides, best practices, and troubleshooting steps for common issues within Marketing Cloud Engagement.

* Accessing Help & Training: Users can access it directly from the Salesforce platform or through the web, allowing for a comprehensive search across Marketing Cloud documentation and support articles.

* Salesforce Documentation Reference: Check Salesforce Help & Training for assistance with troubleshooting and accessing additional resources.

104. Frage

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

- A. Configure Delivery
- **B. Define Properties**
- C. Review and Send

Antwort: B

Begründung:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the

customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

105. Frage

The marketing team at Northern Trail Outfitters has been running an email series for three weeks. Management has asked for a report of the results of the email campaign's effectiveness and performance. Which email metric should the associate use to convey the email's visual effectiveness?

- A. Click-to-Open Rate
- B. Bounce Rate
- C. Open Rate

Antwort: A

Begründung:

The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

106. Frage

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