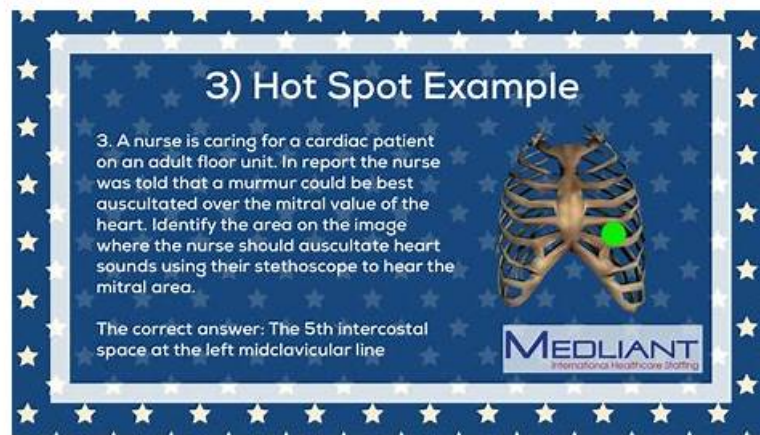


MC-101 Hot Spot Questions & MC-101 Trustworthy Practice



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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">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 3 | <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 4 | <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 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. |

>> MC-101 Hot Spot Questions <<

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q65-Q70):

NEW QUESTION # 65

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. ContactID**
- C. EmailAddress

Answer: B

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 # 66

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By establishing a dedicated business unit for shared Items
- **B. By storing items they want to share in a shared folder**
- C. By individually assigning access permissions to users

Answer: B

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use

shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 67

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.

How should an associate test if these emails are rendering properly before sending them out?

- A. Journey Builder System Optimization
- **B. Subscriber Preview**
- C. Einstein Content Testing

Answer: B

Explanation:

To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.

This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.

References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

NEW QUESTION # 68

The marketing team at Cloud Kicks needs to ensure a subscriber has the right to erasure, also known as the right to be forgotten.

Which data privacy policy does this fall under?

- A. CAN-SPAM
- B. HIPPA
- **C. GDPR**

Answer: C

Explanation:

The right to erasure, also known as the right to be forgotten, falls under the General Data Protection Regulation (GDPR). This provision allows individuals to request the deletion or removal of personal data when there is no compelling reason for its continued processing by the business. This right is particularly relevant in the context of digital data and is intended to offer individuals greater control over their personal information in the digital environment.

The GDPR mandates that organizations must comply with such requests under certain conditions, thereby strengthening data privacy and protection for individuals within the European Union and the European Economic Area.

References: The GDPR text provides clear guidelines on the right to erasure, specifying the conditions under which individuals can exercise this right and the obligations of businesses to comply with these requests.

NEW QUESTION # 69

Cloud Kicks uses Marketing Cloud Engagement to launch targeted email marketing campaigns to potential and existing customers.

What does the marketing campaign need to include in the email sends to meet CAN-SPAM requirements?

- A. Transactional Send Classification
- **B. Physical mailing address**
- C. URL link to privacy standards

Answer: B

Explanation:

To meet CAN-SPAM Act requirements, Cloud Kicks' marketing campaigns must include the sender's valid physical postal address in every email send. This requirement is part of the regulations aimed at providing transparency and accountability in email marketing.

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