

# Reliable Complete MC-101 Exam Dumps - Win Your Salesforce Certificate with Top Score



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>

Topic 4	<ul style="list-style-type: none"> <li>• <b>Marketing Concepts:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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.</li> </ul>

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## Hot Complete MC-101 Exam Dumps Free PDF | Valid New MC-101 Exam Fee: Salesforce Certified Marketing Cloud Engagement Foundations

All praise and high values lead us to higher standard of MC-101 practice engine. So our work ethic is strongly emphasized on your interests which profess high regard for interests of exam candidates. Our MC-101 study materials capture the essence of professional knowledge and lead you to desirable results effortlessly. So let us continue with our reference to advantages of our MC-101 learning questions.

### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q86-Q91):

#### NEW QUESTION # 86

Northern Trail Outfitters has been running an email marketing campaign for 6 months. The head of sales wants to know how many new sales leads this email campaign is generating.

Which marketing metric should the associate present to the head of sales?

- A. Clicks
- **B. Conversions**
- C. Impressions

**Answer: B**

Explanation:

To demonstrate the effectiveness of an email marketing campaign in generating new sales leads, the most relevant metric to present to the head of sales is conversions. Conversions refer to the actions that email recipients take as a direct result of the campaign that align with predefined goals, such as filling out a contact form, signing up for a webinar, or making a purchase. This metric directly correlates email engagement with the desired outcome of acquiring new sales leads, providing a tangible measure of the campaign's impact on business objectives.

Focusing on conversions allows the marketing team to quantify the effectiveness of the email campaign in driving meaningful actions that contribute to the sales pipeline.

References: Best practices in email marketing and analytics emphasize the importance of tracking conversions as a key performance indicator for assessing the direct impact of marketing efforts on lead generation and sales outcomes.

#### NEW QUESTION # 87

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- **A. Marketing Cloud Engagement Reports**
- B. Intelligence Reports
- C. Email Studio Send Tracking

**Answer: A**

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

#### NEW QUESTION # 88

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs can be viewed directly in the email.
- B. URLs will be loaded into a report for the email.
- C. URLs must be clicked to verify.

**Answer: A**

Explanation:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

\* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

\* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

#### NEW QUESTION # 89

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

**Answer: A**

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 # 90

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- A. Send the entire journey to available contacts.
- B. Use decision splits to separate the audience based on location.
- C. Create a Journey for each location.

