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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">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.
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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q23-Q28):

NEW QUESTION # 23

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.
- **B. Use Roles & Permissions to set modify and delete permissions for key data extensions.**
- C. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.

Answer: B

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 24

As a best practice, which value should an associate use when creating a subscriber key?

- A. Email Address
- **B. Customer ID**
- C. Phone Number

Answer: B

Explanation:

The best practice for creating a subscriber key in Salesforce Marketing Cloud is to use a unique, persistent value like a Customer ID. The subscriber key serves as the unique identifier for each subscriber, so it should not change over time, which makes a Customer ID ideal as it is often assigned at the start of a customer relationship and remains consistent.

* Why Not Use Email Address or Phone Number: These can change over time and are not as stable.

Using a Customer ID helps maintain continuity even if a customer updates their email address or phone number.

* Salesforce Documentation Reference: For more information, refer to the Salesforce Marketing Cloud Guide on Subscriber Keys.

NEW QUESTION # 25

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality.

Which resource should the associate use?

- A. Salesforce Help & Training
- B. Salesforce Developer Center
- C. **Trailhead**

Answer: C

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead.

Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

NEW QUESTION # 26

An associate is working on an email containing personalized content. It needs to be proofed by a reviewer prior to sending it to the audience.

Using a test data extension, which option should the associate use to meet this requirement?

- A. **Perform a Subscriber Preview and test send.**
- B. Execute a Send flow using the test data extension.
- C. Generate a Preview and send it to the reviewer.

Answer: A

Explanation:

Using the Subscriber Preview and Test Send option is an efficient way to preview personalized content and send it to a reviewer. This allows the associate to view the email as it would appear to a specific subscriber and send the preview version for review before the final send.

* Benefits of Test Send: The Test Send feature allows for testing with specific data from the test data extension and ensures that personalized content renders correctly for review.

* Salesforce Documentation Reference: See Email Studio Test Send for more on performing subscriber previews and test sends.

NEW QUESTION # 27

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is required but can have blank values.
- **C. The field only accepts true or false values.**
- **B. The field is NOT required in the file being imported.**

Answer: B

Explanation:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as not all data fields may be relevant or available for every record being imported into the data extension.

NEW QUESTION # 28

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