

MC-101 Valid Exam Test - New MC-101 Test Blueprint

MC 101 Tests

Test 3

Chapter 7

The development of movies

Thomas Edison - credited with developing the American motion picture industry; one of several scientists and engineers who created the new medium of film

Etienne-Jules Marey and Eadweard Muybridge - both worked on motion in film

Auguste-Marie and Louis-Jean Lumière - created a cinematograph (portable movie camera that could also be used as a projector)

Edwin S. Porter - created one of the first movies in the US created *The Great Train Robbery*

The Great Train Robbery - first movie with multiple scenes and a plot

D. W. Griffith - created epic films that captured the entire nations imagination; produced films that lasted an hour or more (*The Birth of a Nation*)

The Studio System

Studio System - factory like process to produce movies

Block bookings - distribution; theater owners were required to book a whole series of movies to get a few desirable films

United Artists - acquired and distributing movies after independent film producers had completed them; founded to distribute films and provide financing; lost entire cost of production in 1981 (*Heaven's Gate*)

Synchronized soundtrack - sounds are synchronized with pictures in a movie

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q32-Q37):

NEW QUESTION # 32

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts and All Subscribers are two separate lists with no overlap.
- B. All Contacts are included on All Subscribers once messaged via email.
- C. All Contacts and All Subscribers are included on one list and cannot be separated.

Answer: B

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 33

A marketing associate needs to set up a promotional email for Cloud Kicks within the email send flow.

Which CAN-SPAM classification should the associate use?

- A. Commercial
- B. Transactional
- C. Account Default

Answer: A

Explanation:

For setting up a promotional email within the email send flow for Cloud Kicks, the associate should use the "Commercial" CAN-SPAM classification. This classification is used for emails that primarily contain advertising or promotional content, which is the case for a promotional email. Using the correct classification ensures compliance with CAN-SPAM Act requirements, such as providing a clear way for recipients to opt-out of future emails and including the sender's valid physical postal address in the email.

NEW QUESTION # 34

Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.

Which send configuration setting should be leveraged?

- A. Commercial Send Classification
- B. General Send Classification
- C. Transactional Send Classification

Answer: C

Explanation:

For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby

reducing the likelihood of unsubscribes.

Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.

References: Salesforce Marketing Cloud documentation provides clear guidelines on different send classifications, outlining the specific use cases for transactional sends and their importance in maintaining customer engagement and regulatory compliance.

NEW QUESTION # 35

What is a benefit of enrolling new contacts into a nurture campaign?

- A. Helps meet the number of outbound emails each month that management wants sent
- **B. Introduces potential customers to the brand**
- C. Communicates previous discount opportunities missed

Answer: B

Explanation:

Enrolling new contacts into a nurture campaign is beneficial as it introduces them to the brand gradually, helping them learn about the brand's values, products, and services. Nurture campaigns are designed to build relationships over time, increasing engagement and fostering brand loyalty.

* Purpose of Nurture Campaigns: These campaigns help educate potential customers and keep them engaged with relevant content.

* Salesforce Documentation Reference: Refer to Nurture Campaign Best Practices.

NEW QUESTION # 36

A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.

Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Send Tracking
- **B. Journey History**
- C. Send Logs

Answer: B

Explanation:

Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.

* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.

* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

NEW QUESTION # 37

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