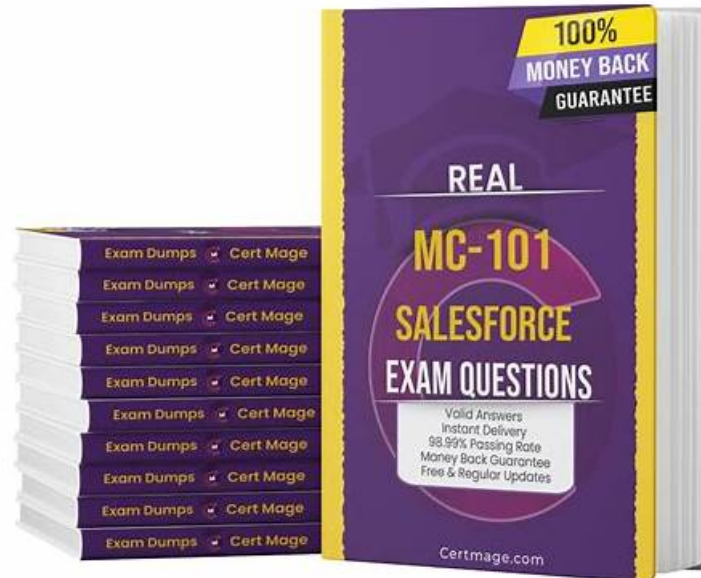


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q63-Q68):

NEW QUESTION # 63

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them. Which marketing practice should the associate apply?

- A. Include personal data for the customer to easily access.
- B. Promote products that the customer might be interested in.
- C. Utilize first-party data to personalize the customer experience.

Answer: C

Explanation:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data—information directly collected from customers through their interactions with the brand—enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.

References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

NEW QUESTION # 64

Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups. Which method helps to minimize bad data?

- A. Mobile SMS keyword opt-in confirmation
- B. Double opt-in confirmation
- C. Smart capture opt-in confirmation

Answer: B

Explanation:

A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

NEW QUESTION # 65

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

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

Answer: C

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 # 66

The marketing team at Northern Trail Outfitters wants to remove customer data 30 days after it is uploaded to Marketing Cloud Engagement.

Which feature helps to regulate how long information is kept in a data extension?

- A. Data Transfer
- B. Automation Studio
- **C. Data Retention**

Answer: C

Explanation:

To remove customer data 30 days after it is uploaded to Marketing Cloud Engagement, the marketing team should use the Data Retention feature. This feature allows for the configuration of retention policies for data extensions, specifying how long records should be retained before being automatically deleted. Setting a Data Retention policy of 30 days ensures that customer data is systematically removed after the specified period, helping to manage data storage efficiently and comply with data privacy regulations.

NEW QUESTION # 67

A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.

How should the associate proceed?

- **A. Pause the journey and restart it when codes are active.**
- B. Update the Wait Activity in the journey to the correct date.
- C. Stop the journey and restart it when codes are active.

Answer: A

Explanation:

If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing

the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

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- [illegible]