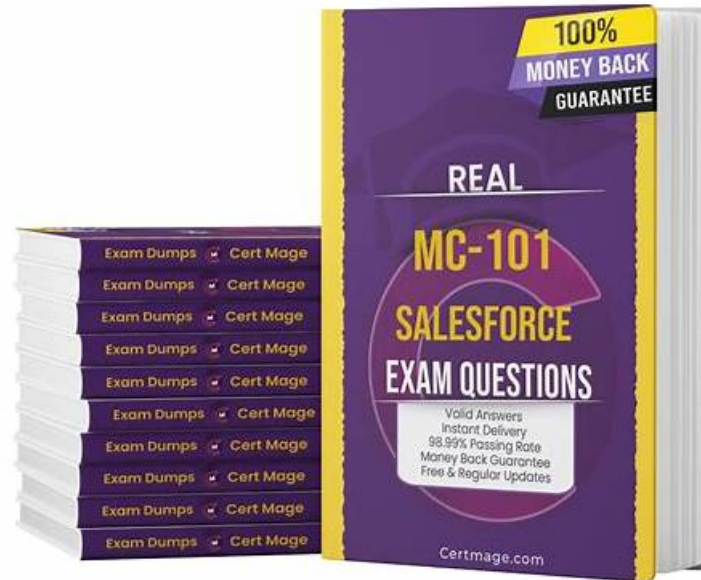


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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 - Valid MC-101 - Reliable Salesforce Certified Marketing Cloud Engagement Foundations Exam Braindumps

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q93-Q98):

NEW QUESTION # 93

A marketing associate has a list of contacts that needs to be imported into a data extension from a text file. Which type of data extension should the associate use to complete this task?

- A. Random data extension
- **B. Standard data extension**
- C. Filtered data extension

Answer: B

Explanation:

When a marketing associate needs to import a list of contacts from a text file into Salesforce Marketing Cloud, the most suitable type of data extension to use is a Standard Data Extension. Standard Data Extensions are versatile and can easily accommodate data imported from various sources, including text files. They allow for the creation of custom fields that can match the structure of the imported data, ensuring that all relevant information from the text file is accurately captured and stored within Marketing Cloud. Standard Data Extensions are designed for scenarios where data needs to be imported and stored for segmentation, targeting, and personalization within marketing campaigns. They provide the flexibility to define the schema that matches the imported data and are the foundational element for managing customer data within the platform.

References: Salesforce Marketing Cloud documentation on data extensions provides comprehensive details on how to create and manage Standard Data Extensions, including the import of data from external sources like text files.

NEW QUESTION # 94

A marketing associate at Cloud Kicks wants to acquire new email subscribers for the company's new line of next generation footwear.

What should the associate utilize?

- **A. Utilize web signups**
- B. Target current employees
- C. Purchase a list

Answer: A

Explanation:

To acquire new email subscribers for the company's new line of next-generation footwear, the associate should utilize web signups. This method involves creating a signup form on the company's website where visitors can enter their email addresses to subscribe to updates, promotions, and more. Web signups are an effective way to grow the email list organically, ensuring that the subscribers are genuinely interested in the company's products. This approach is also compliant with email marketing best practices and regulations, such as GDPR and CAN-SPAM, which require explicit consent from subscribers.

NEW QUESTION # 95

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Click Rate, Bounce Rate, and Alerts
- **B. Goals, Population, and Alerts**
- C. Unsubscribes, Delivery Rate, and Goals

Answer: B

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

* **Goals:** This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

* **Population:** This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

* **Alerts:** Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

NEW QUESTION # 96

Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.

Which email delivery setting helps control volume to meet these needs?

- A. Prebuild Burst Sending
- **B. Send Throttling**
- C. Transactional Send Classification

Answer: B

Explanation:

Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.

This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."

* **How Send Throttling Helps:** By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.

* **Salesforce Documentation Reference:** For more on how to set up and use Send Throttling, see Send Throttling Documentation.

NEW QUESTION # 97

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

