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We understand the difficulty of finding the latest and accurate MC-101 questions. In today's competitive world, it is essential to prepare with the most probable Salesforce in MC-101 exam dumps to stay ahead of the competition. That's why we have created our updated Salesforce MC-101 Questions, which will help you to clear the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam in one go.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q78-Q83):

NEW QUESTION # 78
Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to data access and portability
- B. Rights to not be forgotten or processed
- C. Rights to request and modify data as they see fit

Answer: A

Explanation:
Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.
These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.
References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 79
Cloud Kicks recently sent a flash sale email to a data extension containing 1,300 subscribers. The email tracking report shows the email was only sent to 950 subscribers.
What caused the discrepancy?

- A. An exclusion list was applied at send time.
- B. The personalization string in the email was written incorrectly.
- C. The data extension was not marked as sendable.

Answer: A

Explanation:
In Salesforce Marketing Cloud, exclusion lists are used to suppress specific contacts from a send. If Cloud Kicks applied an exclusion list, it would prevent certain subscribers from receiving the email, which would explain why only 950 out of 1,300 subscribers received it. The exclusion list may contain subscribers who have opted out, unsubscribed, or were otherwise flagged to be excluded from this particular email.
* Using Exclusion Lists: Exclusion lists are managed at the send time and are often used for regulatory compliance or to manage email fatigue.
* Salesforce Documentation Reference: See Exclusion List Management for guidance on how exclusion lists impact email sends.

NEW QUESTION # 80
Northern Trail Outfitters (NTO) wants more insight into website traffic and behavior generated from promotional email campaigns. Which type of tracking should the associate add to links in emails to better understand NTO's site traffic?

- A. Link Alias
- B. Behavioral Triggers
- C. UTM Parameters

Answer: C

Explanation:
UTM Parameters are tags added to URLs in emails to track site traffic originating from specific campaigns.
These parameters provide insights into website traffic, user behavior, and the effectiveness of promotional email campaigns by tracking data within Google Analytics or similar platforms.
* Benefits of UTM Parameters: They offer detailed information on traffic sources, helping NTO understand which campaigns drive website visits and conversions.
* Salesforce Documentation Reference: For more on tracking with UTM Parameters, see Using UTM Parameters in Marketing Cloud.

NEW QUESTION # 81
The marketing team at Northern Trail Outfitters recently consolidated its old subscriber data from legacy systems. Shortly after, the

marketing associate began receiving complaints.
Which approach should the marketing associate take to reduce complaints?

- A. Send an opt-in email to the consolidated list to reconfirm their consent.
- B. Include the latest promotions in future emails to increase open rates.
- C. Test content without personalization to understand its impact.

Answer: A

Explanation:
After consolidating old subscriber data, sending an opt-in email to reconfirm consent is the best approach to ensure compliance and reduce complaints. This practice helps clean the list by confirming that recipients still want to receive communications, reducing spam complaints and increasing engagement rates by re-engaging with interested subscribers.
* Why Opt-In is Necessary Post-Consolidation: Data from legacy systems may be outdated, and subscribers may no longer be interested in the brand. A reconfirmation email allows Northern Trail Outfitters to respect subscriber preferences and minimize potential complaints.
* Salesforce Documentation Reference: See Opt-In Best Practices for more information on managing consent in Marketing Cloud.

NEW QUESTION # 82
The marketing team at Northern Trail Outfitters has been running an email series for three weeks.
Management has asked for a report of the results of the email campaign's effectiveness and performance.
Which email metric should the associate use to convey the email's visual effectiveness?

- A. Click-to-Open Rate
- B. Bounce Rate
- C. Open Rate

Answer: A

Explanation:
The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

NEW QUESTION # 83
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