Salesforce MC-101 Valid Study Plan | MC-101 Exam Outline

ANTHRCUL 101 EXAM 2 STUDY RESOURCE LIST 2026 ALL EXAM PARTS WITH PLAN MAPS

≫ traits of Sahelanthropus tchadensis. Answer: 6-7 million years ago

west/central africa

Relatively small canine teeth

Small brain

Extremely limited evidence

≫ Traits of Ardipithecus ramidus. Answer: 4.4 million years ago

East africa

A more bowl-shaped pelvis allows for some bipedal walking, but also had features of a climbing ape

Grasping, unarched foot mure suitable for climbing

Brain same size as a chimp

≫ Traits of Australopithecus afarensis. Answer: 3.8-2.1 million years ago

East africa

Thich chewing muscles (large zygomatic arches)

Growth cycle closer to modern chimpanzees than modern humans (short growth period, less time for socialization)

Smaller cranial capacity than genus homo

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MC-101 test guide is an examination material written by many industry experts based on the examination outlines of the calendar year and industry development trends. Its main purpose is to help students who want to obtain the certification of MC-101 to successfully pass the exam. Compared with other materials available on the market, the main feature of MC-101 Exam Materials doesn't like other materials simply list knowledge points. According to our statistics on the data so far, the passing rate of the students who have purchased one exam exceeds 99%, which is enough to see that MC-101 test guide is a high-quality product that can help you to realize your dream.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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	• 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.

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MC-101 Exam Outline, Latest Test MC-101 Experience

Originating the MC-101 exam questions of our company from tenets of offering the most reliable backup for customers, and outstanding results have captured exam candidates' heart for their functions. Our practice materials can be subdivided into three versions. All those versions of usage has been well-accepted by them. There is not much disparity among these versions of MC-101 simulating practice, but they do helpful to beef up your capacity and speed up you review process to master more knowledge about the MC-101 exam, so the review process will be unencumbered.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q73-Q78):

NEW QUESTION # 73
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 # 74

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members.
When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- A. Data Type
- B. Send Relationship
- C. Data Retention

Answer: B

Explanation:
When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the "Data Type" attribute appropriately. The "Data Type" attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.
By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.
References: The Salesforce Marketing Cloud documentation on data extensions includes guidance on defining data types for each field in a data extension, which is crucial for accurate data management and segmentation.

NEW QUESTION # 75

Northern Trail Outfitters wants to ensure its subscribers receive communications that best fit their needs and wants.
Which options allow for a subscriber to opt-out within Marketing Cloud Engagement?

- A. State Level Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe
- B. Global Unsubscribe, Universal Unsubscribe, Data Extension Unsubscribe
- C. Global Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe

Answer: B

Explanation:
In Salesforce Marketing Cloud Engagement, there are several mechanisms through which a subscriber can opt- out or unsubscribe from receiving communications, ensuring that communications are aligned with their preferences and needs. The options include:
* Global Unsubscribe: When a subscriber chooses to globally unsubscribe, they are opting out of all communications from the organization across all channels within Marketing Cloud. This is a comprehensive opt-out option that affects all marketing lists and data extensions associated with the subscriber.
* Universal Unsubscribe: Similar to the global unsubscribe, a universal unsubscribe impacts the subscriber's status across multiple channels and lists, ensuring they do not receive unwanted communications from the organization.
* Data Extension Unsubscribe: This option allows subscribers to unsubscribe from specific communications tied to a particular data extension without affecting their subscription status in other lists or data extensions. This granularity enables subscribers to tailor their communication preferences more precisely.
These unsubscribe options are part of Salesforce Marketing Cloud's commitment to respecting subscriber preferences and adhering to best practices in email marketing and communications.
References: Salesforce Marketing Cloud documentation provides detailed explanations of different unsubscribe mechanisms, highlighting their functionalities and best practices for managing subscriber preferences and compliance.

NEW QUESTION # 76

A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months.
Where should an associate view the status of the subscriber?

- A. Synchronized Data Extensions in Contact Builder
- B. All Subscribers in Email Studio
- C. All Contacts in Contact Builder

Answer: B

Explanation:

The "All Subscribers" list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the "All Subscribers" list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

NEW QUESTION # 77
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. Smart capture opt-in confirmation
- C. Double opt-in confirmation

Answer: C

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 # 78
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