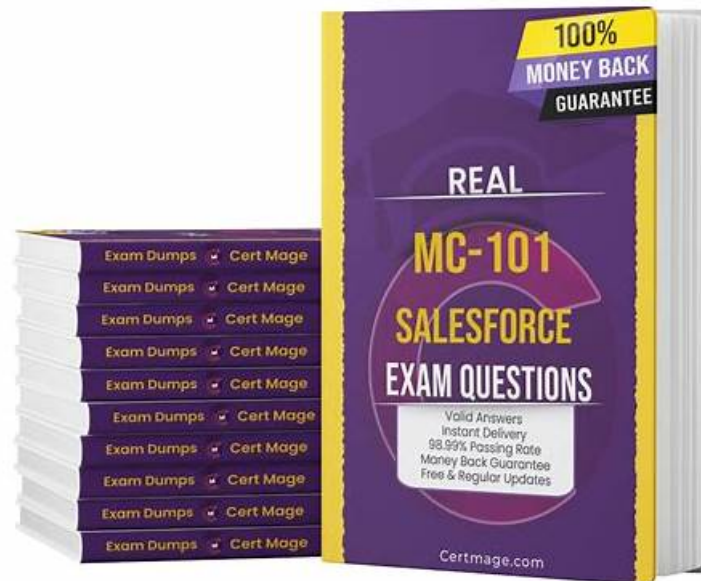


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Salesforce MC-101 Exam Syllabus Topics:

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"> 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	<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"> • 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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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q39-Q44):

NEW QUESTION # 39

Management at Northern Trail Outfitters wants to run a new campaign and has asked the marketing associate to prepare a data extension. Some fields match a previous data extension, but some need to be added. How should the marketing associate create the data extension?

- A. Copy the data extension from the original campaign and modify the fields.
- B. Export the data, add fields externally, and import it back into the original data extension.
- C. Directly modify the existing data extension and save with a new name.

Answer: A

Explanation:

To prepare a data extension for a new campaign that has some fields matching a previous data extension but also requires additional fields, the marketing associate should copy the data extension from the original campaign and then modify the fields as needed. This approach allows the associate to retain the structure and settings of the original data extension while making necessary adjustments for the new campaign, ensuring efficiency and consistency in data management practices.

NEW QUESTION # 40

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- A. Transactional Send Classification
- B. Commercial Send Classification
- C. A Send Classification with honor list-level opt outs checked

Answer: A

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that

all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.
References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

NEW QUESTION # 41

Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.
In a journey, how should an associate control repeat messages?

- A. Re-Entry only after exiting
- B. Re-Entry Anytime
- C. No Re-Entry

Answer: A

Explanation:

To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re-enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.

* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.

* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

NEW QUESTION # 42

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement.
How would NTO benefit from using multiple business units in Marketing Cloud?

- A. By eliminating the need for user roles and permissions
- B. By limiting the creation of new items for NTO's campaigns
- C. By restricting access to NTO's brand-specific content

Answer: C

Explanation:

Using multiple business units in Marketing Cloud allows Northern Trail Outfitters (NTO) to manage its multiple divisions and brands more effectively by restricting access to brand-specific content. Each business unit can be set up to represent a different brand or division, with its own content, subscribers, and user permissions. This organizational structure ensures that marketing initiatives remain distinct and relevant to each brand, while also maintaining data integrity and security by controlling user access to specific business units and their associated content.

NEW QUESTION # 43

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.
What should an associate recommend?

- A. Enable content tags.
- B. Organize folders alphabetically.
- C. Create custom folder permissions.

Answer: A

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

