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Salesforce Certification Paths and Levels



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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"> 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 4	<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 5	<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.
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As the tech industry continues to evolve and adapt to new technologies, professionals who hold the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification are better equipped to navigate these changes and stay ahead of the curve, increasing their value to employers and clients. In today's fast-paced and ever-changing Salesforce sector, having the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification has become a necessary requirement for individuals looking to advance their careers and stay competitive in the job market.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q36-Q41):

NEW QUESTION # 36

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.
- **B. Use Roles & Permissions to set modify and delete permissions for key data extensions.**
- C. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.

Answer: B

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

NEW QUESTION # 37

What is used to identify unique member records?

- **A. Subscriber Key**
- B. Foreign Key
- C. Primary Key

Answer: A

Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.

References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 38

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

*ContactID contains the unique identifier for the contact

*MobileNumber contains the mobile number of the contact

*EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. ContactID
- B. EmailAddress
- C. MobileNumber

Answer: A

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

NEW QUESTION # 39

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Mandating subscribers to provide a reason for opting out before allowing them to unsubscribe
- B. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe
- C. Requiring the subscriber to complete a survey before allowing them to unsubscribe

Answer: B

Explanation:

One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

NEW QUESTION # 40

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.

How should the associate meet this requirement?

- A. Create a new journey.
- B. Create a new journey version.
- C. Copy the existing journey.

Answer: B

Explanation:

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions,

