

# Trustable Salesforce - MC-101 - Knowledge Salesforce Certified Marketing Cloud Engagement Foundations Points



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>• <b>Reporting and Analytics:</b> 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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>• <b>Marketing Cloud Engagement Basics:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Marketing Concepts:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Email Sending and Journeys:</b> 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.</li> </ul>

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q112-Q117):

### NEW QUESTION # 112

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

**Answer: C**

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 # 113

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder.

However, when defining the entry source, the specific data extension was not found.

How should the associate troubleshoot this issue?

- **A. Ensure the data extension is sendable.**
- B. Ensure a data retention setting is enabled.
- C. Ensure the data extension is testable.

**Answer: A**

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.

References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

#### NEW QUESTION # 114

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.

Which type of content should the associate use?

- A. Interactive Code Resource
- **B. Landing Page**
- C. Mobile Push Page

**Answer: B**

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

#### NEW QUESTION # 115

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

**Answer: A**

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 # 116

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality.

Which resource should the associate use?

- **A. Trailhead**
- B. Salesforce Help & Training
- C. Salesforce Developer Center

**Answer: A**

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead.

Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

### NEW QUESTION # 117

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For starters and professionals Salesforce Certified Marketing Cloud Engagement Foundations play a significant role to verify skills, experience, and knowledge in a specific technology. Enrollment in the Salesforce Certified Marketing Cloud Engagement Foundations MC-101 is open to everyone. Upon completion of Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Exam Questions' particular criteria. Participants in the MC-101 Questions come from all over the world and receive the credentials for the Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Questions. They can quickly advance their careers in the fiercely competitive market and benefit from certification after earning the MC-101 Questions badge. However, passing the Salesforce Certified Marketing Cloud Engagement Foundations MC-101 is the primary concern.

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