

MC-101 Zertifizierungsantworten - MC-101 Deutsche

MC 101 Tests

Test 1

The four levels of communication

Intrapersonal - one to self

Interpersonal - one to one

Public speaking - one to a group

Mass communication - one to many

Media literacy people's understanding of what the media are, how they operate, what messages they are delivering, what roles they play in society, and how audience members respond to media messages

Four basic perspectives or dimensions of media literacy (identified by: potter)

Cognitive - deals with the ability to intellectually process the information being communicated by the media

Emotional - covers the feelings created by media messages

Aesthetic - involves interpreting media content from an artistic or critical point of view

Moral - consists of examining the values of the medium or the message

Models of Mass Communication

Transmission model (SMCR) - portrays mass communication as a largely one-directional flow of messages from the sender to the receiver, rather than as a complex interaction where senders and receivers are constantly changing places - it does however, lay out the key elements in mass communication

Wenn Sie eine gute Lernwebsite suchen, die Ihnen hilft, die MC-101 Prüfung zu bestehen, ist ZertSoft die beste Wahl. Per ZertSoft können Sie die Spitzenfertigkeiten in der IT-Branche meistern und die Salesforce MC-101 Zertifizierungsprüfung leicht bestehen. Es ist allen bekannt, dass diese Prüfung schwer zu bestehen ist. Und die Erfolgsquote für die Prüfung ist sehr niedrig. Aber Sie können geeignete Lernhilfe und Fragen und Antworten zur Salesforce MC-101 Zertifizierungsprüfung von ZertSoft wählen. Diese Schulungsunterlagen sind nicht nur vollständig, sondern umfasst auch viele Wissensgebiete. Ihre Ähnlichkeit mit den echten Prüfungen ist sehr hoch. Das wird von der Praxis bewiesen. Wenn Sie die Salesforce MC-101 Zertifizierungsprüfung bestehen wollen, wählen Sie doch ZertSoft. Ganz richtig!

Salesforce MC-101 Prüfungsplan:

Thema	Einzelheiten
Thema 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.
Thema 2	• 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.

Thema 3	• 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.
Thema 4	• 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.
Thema 5	• 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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Die Schulungsunterlagen zur Salesforce MC-101 Zertifizierungsprüfung aus unserem ZertSoft kann Ihren Traum - die MC-101 Prüfung bestehen - verwirklichen, denn sie alle Dinge für den Durchlauf der Salesforce MC-101 Zertifizierungsprüfung enthalten. Wählen Sie ZertSoft, können sie bestimmt die Salesforce MC-101 Zertifizierungsprüfung bestehen, so werden Sie auch ein Mitglied der Eliten im IT-Bereich. Worauf warten Sie? Bitte beeilen Sie sich!

Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Prüfungsfragen mit Lösungen (Q89-Q94):

89. Frage

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- A. Create a Journey for each location.
- **B. Use decision splits to separate the audience based on location.**
- C. Send the entire journey to available contacts.

Antwort: B

Begründung:

Decision splits in Journey Builder allow DreamHouse Realty to send targeted emails based on contacts' specific areas of interest. By using a decision split based on location, the journey can branch to ensure that each contact receives content relevant to their preferred areas without needing separate journeys for each location.

* Advantages of Decision Splits: This approach keeps the journey streamlined and ensures relevant content delivery based on criteria such as geographic location.

* Salesforce Documentation Reference: See Journey Builder Decision Splits for configuring audience segmentation.

90. Frage

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- A. Email Studio Send Tracking
- B. Intelligence Reports
- **C. Marketing Cloud Engagement Reports**

Antwort: C

Begründung:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

91. Frage

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey.

Which Journey Builder feature supports this subject line test?

- A. Decision Split
- **B. A/B Test**
- C. Path Optimizer

Antwort: B

Begründung:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

92. Frage

A marketing associate needs to select a content block within Content Builder for an email template with the following requirements:

- * There are two separate content versions available.
- * The two content versions will need to be evaluated on performance.
- * The two content versions will need to be contained into one content block.

Which content block should the associate use?

- A. HTML Content
- **B. A/B Test Content**
- C. Dynamic Content

Antwort: B

Begründung:

For an email template that requires two separate content versions to be evaluated on performance within a single content block, the associate should use an A/B Test Content block in Content Builder. This feature allows for the creation of two variations of content within the same block, with the system automatically splitting the audience to receive either version A or B. Performance metrics can then be analyzed to determine which version performed better, enabling data-driven decisions for future content strategies.

93. Frage

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is required but can have blank values.
- **B. The field is NOT required in the file being imported.**
- C. The field only accepts true or false values.

Antwort: B

Begründung:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as

- [illegible]