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After passing the Salesforce Certified Marketing Cloud Engagement Foundations certification exam the successful candidates can gain several personal and professional benefits. Are you ready to gain all these personal and professional benefits? Are you looking for a simple and smart way for fast MC-101 exam preparation? If your answer is yes then you do not need to worry about it. You just need to visit RealExamFree and explore the top features of RealExamFree MC-101 Dumps Questions. We guarantee you that with the RealExamFree MC-101 exam questions, you will get everything that you need for fast and successful MC-101 exam preparation.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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"> • 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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q101-Q106):

NEW QUESTION # 101

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.

Answer: B

Explanation:

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 not all data fields may be relevant or available for every record being imported into the data extension.

NEW QUESTION # 102

An associate is working on an email containing personalized content. It needs to be proofed by a reviewer prior to sending it to the audience.

Using a test data extension, which option should the associate use to meet this requirement?

- A. **Perform a Subscriber Preview and test send.**
- B. Execute a Send flow using the test data extension.
- C. Generate a Preview and send it to the reviewer.

Answer: A

Explanation:

Using the Subscriber Preview and Test Send option is an efficient way to preview personalized content and send it to a reviewer. This allows the associate to view the email as it would appear to a specific subscriber and send the preview version for review before the final send.

* Benefits of Test Send: The Test Send feature allows for testing with specific data from the test data extension and ensures that

personalized content renders correctly for review.

* Salesforce Documentation Reference: See Email Studio Test Send for more on performing subscriber previews and test sends.

NEW QUESTION # 103

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- **B. Contact the client in order to keep their personal data up to date.**
- C. Sell the information to other companies for marketing purposes.

Answer: B

Explanation:

Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

NEW QUESTION # 104

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

Answer: B

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 # 105

Northern Trail Outfitters (NTO) decided to expand into guided outdoor tours. NTO announced this new division to its customers and encouraged them to opt-in for content regarding tours. The response was low, so NTO has continued to send tour content to its clothing audience regularly.

Why does this behavior put NTO's email sending reputation at risk?

- **A. Unsolicited and unwanted email typically results in lower engagement and increased complaints.**
- B. Spam filters used by email service providers are aware of subscriber's opt-in topic areas.
- C. Implementing an address book strategy impacts deliverability on email campaigns.

Answer: A

Explanation:

Continuing to send content on tours to a segment that has not opted-in for it can lead to increased complaints and low engagement. This behavior can harm Northern Trail Outfitters' sending reputation, as unsolicited emails often result in negative interactions, including unsubscribes and spam complaints.

* Why This Puts Sending Reputation at Risk: Sending irrelevant content violates email marketing best practices, increasing the likelihood of emails being flagged as spam, which can decrease overall deliverability.

* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud Deliverability Best Practices for insights on how sending unwanted content can impact deliverability.

NEW QUESTION # 106

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