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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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 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 (Q28-Q33):

NEW QUESTION # 28

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Unsubscribes, Delivery Rate, and Goals
- **B. Goals, Population, and Alerts**
- C. Click Rate, Bounce Rate, and Alerts

Answer: B

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

* Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

* Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

* Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

NEW QUESTION # 29

The marketing team at Northern Trail Outfitters wants to remove customer data 30 days after it is uploaded to Marketing Cloud Engagement.

Which feature helps to regulate how long information is kept in a data extension?

- **A. Data Retention**
- B. Data Transfer
- C. Automation Studio

Answer: A

Explanation:

To remove customer data 30 days after it is uploaded to Marketing Cloud Engagement, the marketing team should use the Data Retention feature. This feature allows for the configuration of retention policies for data extensions, specifying how long records should be retained before being automatically deleted. Setting a Data Retention policy of 30 days ensures that customer data is systematically removed after the specified period, helping to manage data storage efficiently and comply with data privacy regulations.

NEW QUESTION # 30

A marketing associate at Northern Trail Outfitters wants to send the final copy of the email in Content Builder to a group of 25 stakeholders. However, when they try to select the data extension in the Preview and Test section, the data extension is not visible. What is the reason the associate cannot see the data extension?

- A. The data extension has the Is Testable flag unchecked.
- B. The associate has insufficient user permissions to perform a test send.
- C. The data extension is empty and cannot be used for testing.

Answer: A

Explanation:

If a marketing associate at Northern Trail Outfitters is unable to see a data extension in the Preview and Test section when trying to perform a test send of an email in Content Builder, it could be because the data extension has the "Is Testable" flag unchecked. In Salesforce Marketing Cloud, data extensions can be configured with various properties, including the "Is Testable" flag, which determines whether the data extension is available for use in test sends and previews.

If this flag is not enabled for a specific data extension, it will not appear as an option in the Preview and Test section, preventing associates from selecting it for test sends. Enabling this flag on the data extension's properties allows it to be used for testing and previewing email content.

References: Salesforce Marketing Cloud documentation on data extensions provides insights into the properties and configurations of data extensions, including the "Is Testable" flag and its impact on the availability of data extensions for test sends and previews.

NEW QUESTION # 31

The marketing manager at Cloud Kicks would like a report on the return on investment (ROI) across a series of marketing campaigns.

The ROI is being calculated using metrics stored on custom data extensions.

Which functionality should be used?

- A. Intelligence Reports
- B. Journey Analytics Dashboard
- C. Tracking Reports

Answer: A

Explanation:

Intelligence Reports (formerly known as Datorama Reports) are designed for advanced analytics within Salesforce Marketing Cloud. This tool is ideal for calculating ROI across campaigns, as it can integrate data from custom data extensions and provides robust reporting capabilities, including custom metrics and performance analysis.

* Why Intelligence Reports Are Ideal for ROI: They offer detailed and customizable reporting capabilities, which are essential for calculating metrics like ROI that require data from multiple sources.

* Salesforce Documentation Reference: See the Intelligence Reports Overview for details on setting up and using Intelligence Reports.

NEW QUESTION # 32

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

- A. Review and Send
- B. Configure Delivery
- C. Define Properties

Answer: C

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the

holiday-themed From Name that has been added to the account for the seasonal campaign.

NEW QUESTION # 33

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