

# Salesforce MC-101 Test Duration & Hottest MC-101 Certification



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q120-Q125):

#### NEW QUESTION # 120

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. State Level Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe
- C. Global 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 # 121

Cloud Kicks recently sent a flash sale email to a data extension containing 1,300 subscribers. The email tracking report shows the email was only sent to 950 subscribers.

What caused the discrepancy?

- A. An exclusion list was applied at send time.
- B. The personalization string in the email was written incorrectly.
- C. The data extension was not marked as sendable.

**Answer: A**

Explanation:

In Salesforce Marketing Cloud, exclusion lists are used to suppress specific contacts from a send. If Cloud Kicks applied an exclusion list, it would prevent certain subscribers from receiving the email, which would explain why only 950 out of 1,300 subscribers received it. The exclusion list may contain subscribers who have opted out, unsubscribed, or were otherwise flagged to be excluded from this particular email.

\* Using Exclusion Lists: Exclusion lists are managed at the send time and are often used for regulatory compliance or to manage

email fatigue.

\* Salesforce Documentation Reference: See Exclusion List Management for guidance on how exclusion lists impact email sends.

#### NEW QUESTION # 122

Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.

Which Journey Builder activity should NTO use to help create a segment of those subscribers?

- A. Decision Split
- **B. Engagement Split**
- C. Random Split

**Answer: B**

Explanation:

To send a special message to subscribers who have interacted with its email messages within the same journey, Northern Trail Outfitters should use an Engagement Split in Journey Builder. The Engagement Split activity allows for the segmentation of subscribers based on their interactions with previous emails, such as opens or clicks. This enables the creation of a targeted segment of engaged subscribers to whom the special message can be sent, enhancing the relevance and effectiveness of the communication.

#### NEW QUESTION # 123

Cloud Kicks has a primary data extension that contains the bulk of its subscriber base and is used for weekly promotions.

Additionally, when subscribers sign up to be notified about specific products, they are added to the same data extension.

Which step should the marketing associate take to ensure subscribers receive only one copy of the weekly email as intended?

- **A. Ensure the box is checked for de-duplicate by email address.**
- B. Run an automation that removes duplicate subscribers at send time.
- C. Create a filtered data extension to remove duplicate products.

**Answer: A**

Explanation:

To ensure subscribers receive only one copy of the weekly email as intended, even if they are added to the primary data extension for multiple product notifications, the marketing associate should ensure that the option to de-duplicate by email address is selected during the email send process. This feature checks for and removes any duplicate email addresses within the send list, ensuring each subscriber receives only one copy of the email, regardless of how many times their email address appears in the data extension.

#### NEW QUESTION # 124

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended.

Which metric should the associate review to get more information?

- **A. Bounce Rate**
- B. Open Rate
- C. Click Rate

**Answer: A**

Explanation:

Bounce Rate is the metric that indicates the number of emails that were not successfully delivered to subscribers. By reviewing bounce rates, Northern Trail Outfitters can gain insights into deliverability issues, such as invalid email addresses or blocks from email providers, and take corrective actions.

\* Why Bounce Rate is Critical: High bounce rates can impact email deliverability and sender reputation, making it essential to monitor this metric closely.

\* Salesforce Documentation Reference: For further information, refer to Email Deliverability and Bounce Rates.

#### NEW QUESTION # 125

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