

Exclusive MC-101 Exam Questions And MC-101 Dumps For The 2026 Exam



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You need to do something immediately to change the situation. For instance, the first step for you is to choose the most suitable MC-101 actual guide materials for your coming exam. so the MC-101 study materials is very important for you exam, because the MC-101 study materials will determine whether you can pass the MC-101 Exam successfully or not. We would like to introduce you our MC-101 exam questions, which is popular and praised as the most suitable and helpful MC-101 study materials in the market.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
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"> 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 4	<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 5	<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.

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There is a high demand for Salesforce Certified Marketing Cloud Engagement Foundations certification, therefore there is an increase in the number of Salesforce MC-101 exam candidates. Many resources are available on the internet to prepare for the Salesforce Certified Marketing Cloud Engagement Foundations exam. ExamsLabs is one of the best certification exam preparation material providers where you can find newly released Salesforce MC-101 Dumps for your exam preparation.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q105-Q110):

NEW QUESTION # 105

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement. Which resource provides knowledge checks and community-centered assets?

- A. Salesforce Help & Training
- B. Knowledge Base
- **C. Trailhead**

Answer: C

Explanation:

Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

NEW QUESTION # 106

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

Answer: B

Explanation:

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.

NEW QUESTION # 107

A marketing associate at Cloud Kicks is asked if a recent email was tested to ensure it renders correctly in a particular email client. How should the associate respond?

- A. The layout preview in Preview and Test is representative of all email client rendering.
- B. The associate would need to send a test email to every email client manually to confirm.
- C. There are partner integrations that will allow inbox testing directly in Preview and Test.

Answer: C

Explanation:

Salesforce Marketing Cloud integrates with tools like Litmus and Email on Acid for inbox rendering tests, allowing users to check how emails render across multiple email clients directly within the platform's Preview and Test feature. These tools offer a visual preview of how emails appear on various devices and email clients, streamlining the testing process.

* Why Not Rely Solely on Layout Preview: While the layout preview in Salesforce provides a general view, it does not account for the specific quirks of each email client. Tools like Litmus offer a more accurate and comprehensive solution.

* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud's guide on email preview and testing.

NEW QUESTION # 108

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

Answer: B

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 # 109

The marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information to a data extension in Marketing Cloud Engagement.

Which functionality should the associate use?

- A. Smart Capture
- B. Web Collect
- C. MobileConnect

Answer: A

Explanation:

When the marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information that feeds directly into a data extension in Marketing Cloud Engagement, the most appropriate functionality to use is Smart Capture. Smart Capture is a form tool available in Salesforce Marketing Cloud that allows users to easily create and customize forms to collect data from visitors on web pages or landing pages.

By using Smart Capture, the team can design forms that align with their branding and specific data collection needs, and directly link the form to a data extension where the collected contact information is stored. This seamless integration facilitates efficient data collection and management, enabling the team to quickly leverage the collected data for marketing campaigns and engagement activities.

References: Salesforce Marketing Cloud documentation on Smart Capture provides detailed instructions on how to set up and use the tool for data collection on landing pages, including how to connect forms to data extensions for automatic data capture and storage.

NEW QUESTION # 110

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