

MC-101 Kostenlos Downloden & MC-101 Prüfungsaufgaben



Laden Sie die neuesten Pass4Test MC-101 PDF-Versionen von Prüfungsfragen kostenlos von Google Drive herunter:
<https://drive.google.com/open?id=17BiNXrQsreD8cnHbiX7Iy3vmxO11Rr4>

Damit Sie Pass4Test sicher wählen, wird nur Teil der online optimalen Salesforce MC-101 Zertifizierungsprüfungsmaterialien zur Verfügung gestellt. So können Sie sie kostenlos als Probe herunterladen und die Zuverlässigkeit unserer Produkte testen. Wir helfen Ihnen nicht nur, die Prüfung zum ersten Mal zu bestehen, sondern Ihnen auch viel Zeit und Energie zu ersparen. Pass4Test stehen Ihnen die echten und originalen Prüfungsfragen und Antworten zur Verfügung, damit Sie die Salesforce MC-101 Prüfung 100% bestehen können. Mit Salesforce MC-101 Zertifikat werden Sie in der IT-Branche leichter befördert. Und Ihre Zukunft werden immer schöner sein.

Salesforce MC-101 Prüfungsplan:

Thema	Einzelheiten
Thema 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.
Thema 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.
Thema 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.
Thema 4	<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.
Thema 5	<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.

MC-101 Prüfungsfragen Prüfungsvorbereitungen 2026: Salesforce Certified Marketing Cloud Engagement Foundations - Zertifizierungsprüfung Salesforce MC-101 in Deutsch Englisch pdf downloaden

Wir Pass4Test haben reiche Ressourcen und viele entsprechende Prüfungsfragen von Salesforce MC-101 Prüfungen. Und Wir Pass4Test bieten Ihnen auch die kostenlose Demo von Salesforce MC-101 Zertifizierungsprüfungen. Sie können die Prüfungsfragen und Testantworten herunterladen. Wir Pass4Test bieten echte und umfassende Prüfungsfragen und Testantworten. Mit unseren besonderen Salesforce MC-101 Prüfungsunterlagen können Sie Salesforce MC-101 Prüfungen leicht bestehen. Wir Pass4Test garantieren 100% Erfolg.

Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Prüfungsfragen mit Lösungen (Q112-Q117):

112. Frage

Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups. Which method helps to minimize bad data?

- **A. Double opt-in confirmation**
- B. Smart capture opt-in confirmation
- C. Mobile SMS keyword opt-in confirmation

Antwort: A

Begründung:

A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

113. Frage

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

Antwort: A

Begründung:

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.

114. Frage

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Mandating subscribers to provide a reason for opting out before allowing them to unsubscribe
- B. Requiring the subscriber to complete a survey before allowing them to unsubscribe
- C. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe

Antwort: C

Begründung:

One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

115. Frage

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Receive better Inbox placement.
- B. Easily differentiate the new publication.
- C. Enhance address book utilization.

Antwort: B

Begründung:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

116. Frage

Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement.

Which configuration option should the associate select to ensure this is a transactional send?

- A. Delivery Profile
- B. Sender Profile
- C. Send Classification

Antwort: C

Begründung:

When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

117. Frage

.....

Jeder in der IT-Branche hat seinen eigenen Traum: das Zertifikat von Salesforce MC-101 zu erhalten, berufliche Beförderung oder Gehaltserhöhung zu bekommen. Traum unseres Pass4Test ist es, Ihnen dabei zu helfen, die Salesforce MC-101

Zertifizierungsprüfung zu bestehen. Nachdem Sie unsere Schulungsunterlagen gekauft haben, können Sie einjährige Aktualisierung kostenlos genießen. Falls Sie die MC-101 Prüfung leider nicht bestehen, versprechen wir Ihnen eine volle Rückerstattung.

MC-101 Prüfungsaufgaben: <https://www.pass4test.de/MC-101.html>

