

# Original MC-101 Questions, MC-101 Exam Simulator Fee



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## Salesforce MC-101 Practice Exam (Desktop & Web-Based)

To succeed on the Salesforce MC-101 exam, you require a specific Salesforce MC-101 exam environment to practice. But before settling on any one method, you make sure that it addresses their specific concerns about the MC-101 exam, such as whether or not the platform they are joining will aid them in passing the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam on the first try, whether or not it will be worthwhile, and will it provide the necessary MC-101 Questions.

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q54-Q59):

### NEW QUESTION # 54

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

- \*ContactID contains the unique identifier for the contact
- \*MobileNumber contains the mobile number of the contact
- \*EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. EmailAddress
- B. MobileNumber
- C. ContactID

**Answer: C**

**Explanation:**

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database

management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

#### NEW QUESTION # 55

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.

When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Disable Auto-suppression list.
- B. Utilize transactional send classification.
- C. Ensure deduplication is not selected,

**Answer: C**

Explanation:

To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.

\* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.

\* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

#### NEW QUESTION # 56

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

**Answer: A**

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 # 57

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members. When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- A. Data Retention
- B. Data Type
- C. Send Relationship

**Answer: C**

Explanation:

When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the "Data Type" attribute appropriately. The "Data Type" attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.

By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.

References: The Salesforce Marketing Cloud documentation on data extensions includes guidance on defining data types for each field in a data extension, which is crucial for accurate data management and segmentation.

### **NEW QUESTION # 58**

Northern Trail Outfitters wants to send first-time customers a welcome email with a coupon immediately after they sign up for a newsletter.

What should an associate use to accomplish this task?

- A. Automation Studio
- B. Email Studio
- C. Web Studio

**Answer: A**

Explanation:

To send a welcome email with a coupon to first-time customers immediately after they sign up for a newsletter, the associate should use Automation Studio within Salesforce Marketing Cloud. Automation Studio offers a powerful suite of tools for automating marketing and operational tasks, including triggering emails based on specific events or actions, such as a new newsletter sign-up. By setting up a trigger-based automation in Automation Studio, the marketing team can ensure that as soon as a new sign-up is recorded, the welcome email is automatically dispatched. This immediate and personalized response can enhance the customer experience and foster a positive relationship from the outset.

References: Salesforce Marketing Cloud's Automation Studio documentation provides comprehensive guidance on creating and managing automations, including trigger-based email sends, to optimize marketing processes and enhance customer engagement.

### **NEW QUESTION # 59**

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