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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Exam Questions Pdf & MC-101 Test Training Demo & Salesforce Certified Marketing Cloud Engagement Foundations Test Online Engine

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q11-Q16):

NEW QUESTION # 11
A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.
Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Journey History
- B. Send Tracking
- C. Send Logs

Answer: A

Explanation:
Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.
* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.
* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

NEW QUESTION # 12
What is a benefit of enrolling new contacts into a nurture campaign?

- A. Communicates previous discount opportunities missed
- B. Helps meet the number of outbound emails each month that management wants sent
- C. Introduces potential customers to the brand

Answer: C

Explanation:
Enrolling new contacts into a nurture campaign is beneficial as it introduces them to the brand gradually, helping them learn about the brand's values, products, and services. Nurture campaigns are designed to build relationships over time, increasing engagement and fostering brand loyalty.
* Purpose of Nurture Campaigns: These campaigns help educate potential customers and keep them engaged with relevant content.
* Salesforce Documentation Reference: Refer to Nurture Campaign Best Practices.

NEW QUESTION # 13
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. Utilize transactional send classification.
- B. Ensure deduplication is not selected,
- C. Disable Auto-suppression list.

Answer: B

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 # 14
The marketing team at Northern Trail Outfitters has been running an email series for three weeks.
Management has asked for a report of the results of the email campaign's effectiveness and performance.
Which email metric should the associate use to convey the email's visual effectiveness?

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

Answer: A

Explanation:
The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

NEW QUESTION # 15
A new subscriber signs up for a newsletter at Cloud Kicks and receives a welcome email.
What is the subscriber's status on the All Subscribers list in Email Studio?

- A. Opted In
- B. Sent
- C. Active

Answer: C

Explanation:
When a new subscriber signs up for a newsletter and receives a welcome email, they are automatically marked as "Active" on the All Subscribers list in Email Studio. This status indicates that the subscriber has been added to the list and is eligible to receive emails. The "Active" status is assigned by default unless the subscriber opts out or is otherwise suppressed.
* Active Status Explanation: Active subscribers are eligible to receive emails unless they unsubscribe or bounce, at which point their status may change.
* Salesforce Documentation Reference: See Subscriber Status Definitions for more on subscriber statuses in Salesforce Marketing Cloud.

NEW QUESTION # 16

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