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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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.
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	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 4	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 5	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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q18-Q23):

NEW QUESTION # 18

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Bounce
- B. Wrong email
- C. Held

Answer: C

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 19

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers.

Which tools should an associate use to accomplish this?

- A. Email Studio, Journey Builder
- B. Marketing Cloud Intelligence, Mobile Studio

- C. Advertising Studio, Social Studio

Answer: A

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

NEW QUESTION # 20

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is required but can have blank values.
- C. The field only accepts true or false values.
- **B. The field is NOT required in the file being imported.**

Answer: B

Explanation:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as not all data fields may be relevant or available for every record being imported into the data extension.

NEW QUESTION # 21

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- B. Sell the information to other companies for marketing purposes.
- **C. Contact the client in order to keep their personal data up to date.**

Answer: C

Explanation:

Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

NEW QUESTION # 22

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

Answer: B

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 # 23

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