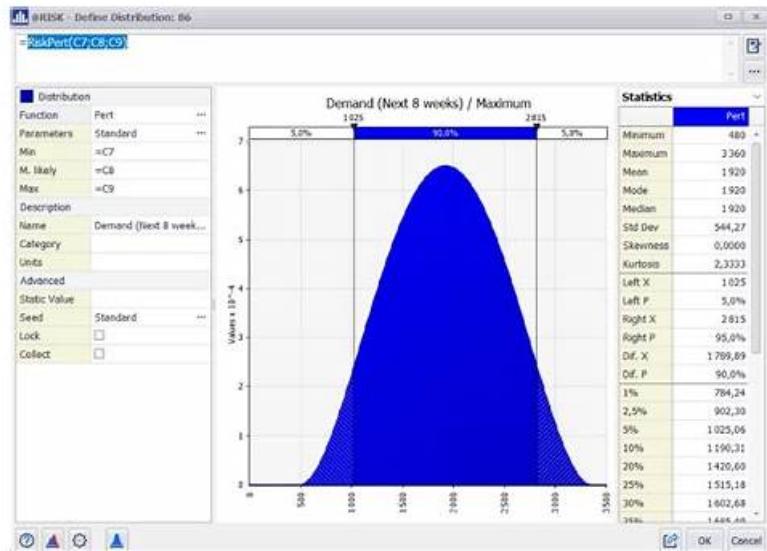


Simulation MC-101 Questions & MC-101 Latest Test Pdf



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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 Clouddpage form submissions when required.
Topic 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.

Topic 5	<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.
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>> Simulation MC-101 Questions <<

Simulation MC-101 Questions - Pass Guaranteed Quiz MC-101 - Salesforce Certified Marketing Cloud Engagement Foundations First-grade Latest Test Pdf

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q91-Q96):

NEW QUESTION # 91

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Use Automation Studio to create a File Transfer activity.
- **B. Create the target data extension in Marketing Cloud.**
- C. Rename the file to "products.xml".

Answer: B

Explanation:

Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.

* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.

* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 92

Management at Cloud Kicks (CK) requests a campaign to grow its audience base. CK needs to ensure the captured emails are sent to the intended and confirmed recipients worldwide.

What should the associate use to satisfy the request?

- **A. Double opt-in**
- B. Service calls opt-in
- C. Single opt-in

Answer: A

Explanation:

To ensure emails are sent to the intended and confirmed recipients, a double opt-in process is recommended, especially for global

audiences. This process requires subscribers to confirm their email address by clicking a link sent in an initial confirmation email, reducing the risk of invalid or mistyped email addresses and enhancing compliance with global data privacy laws.

* Advantages of Double Opt-In: It confirms that the subscriber genuinely wants to receive communications, reducing spam complaints and improving list quality.

* Salesforce Documentation Reference: See Opt-In Best Practices for details on how double opt-in supports global compliance.

NEW QUESTION # 93

Northern Trail Outfitters wants to add new customer data to a data extension.

What needs to be present on the data extension to add new rows while keeping the existing data during import?

- A. Subscriber Key
- B. Foreign Key
- **C. Primary Key**

Answer: C

Explanation:

To add new rows to a data extension while keeping existing data intact, a Primary Key is necessary to uniquely identify each row. This ensures that Salesforce Marketing Cloud can insert new records without overwriting existing ones, preserving data integrity and supporting proper data management during imports.

* Why Primary Key is Required: The Primary Key prevents duplicate records and enables the system to distinguish between existing and new rows based on unique identifiers.

* Salesforce Documentation Reference: Refer to Data Extension Keys and Constraints for more details on how primary keys function in data extensions.

NEW QUESTION # 94

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By individually assigning access permissions to users
- **B. By storing items they want to share in a shared folder**
- C. By establishing a dedicated business unit for shared Items

Answer: B

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 95

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended.

Which metric should the associate review to get more information?

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

Answer: B

Explanation:

Bounce Rate is the metric that indicates the number of emails that were not successfully delivered to subscribers. By reviewing bounce rates, Northern Trail Outfitters can gain insights into deliverability issues, such as invalid email addresses or blocks from

email providers, and take corrective actions.

* Why Bounce Rate is Critical: High bounce rates can impact email deliverability and sender reputation, making it essential to monitor this metric closely.

* Salesforce Documentation Reference: For further information, refer to Email Deliverability and Bounce Rates.

NEW QUESTION # 96

A PassCollection support team is on hand to help MC-101 exam applicants use the Salesforce MC-101 practice tests and address any problems. The goal is to help candidates crack the MC-101 exam in one go. Free Salesforce MC-101 demo and up to 1 year of free Salesforce MC-101 Questions are also available at PassCollection. So, start preparation with real Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) questions right away if you wish to pass the test while saving time and money.

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