

MC-101 Latest Exam Pattern | MC-101 Latest Test Fee

Part of Test	Section	Item Type	Time allowed
Introduction			Not timed
Part 1: Speaking & Writing	Section 1	Personal Introduction	1 Minute
	Section 2	Read aloud Repeat sentence Describe image Re-tell lecture Answer short question	30-35 Minutes
	Section 3-4	Summarize Written text	20 Minutes
	Section 5	Summarize written text or write essay	10 or 20 Minutes
	Section 6	Write Essay	20 Minutes
		Multiple-choice, Choose single Answer Multiple-choice, Choose Multiple Answer Re-order paragraphs Reading: Fill in the blanks Reading & writing: Fill in the blanks	32-41 Minutes
Part 2: Reading			
	Section 1	Summarize spoken text	20 or 30 Minutes
	Section 2	Multiple-choice, Choose Multiple Answer Fill in the blanks Highlight correct summary Multiple-choice, Choose single Answer Select missing word Highlight incorrect words Write from dictation	23-28 Minutes
Part 3: Listening			

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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.
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 Cloudpage form submissions when required.

Topic 4	<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.
Topic 5	<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.

>> MC-101 Latest Exam Pattern <<

Pass Guaranteed Quiz MC-101 - Updated Salesforce Certified Marketing Cloud Engagement Foundations Latest Exam Pattern

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q69-Q74):

NEW QUESTION # 69

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains. How should the associate meet this requirement?

- A. Copy the existing journey.
- B. Create a new journey.
- C. Create a new journey version.**

Answer: C

Explanation:

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

NEW QUESTION # 70

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Customers had previously unsubscribed from All Subscribers.
- B. Email addresses no longer exist with the service provider.**
- C. Email addresses have been flagged by List Detective.

Answer: B

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

NEW QUESTION # 71

A marketing associate at Cloud Kicks wants to follow specific Marketing Cloud Engagement topics and connect with other users. Which site should the associate use?

- A. Trust site
- B. **Trailblazer Community**
- C. Salesforce+

Answer: B

Explanation:

The Trailblazer Community is Salesforce's dedicated community site where Marketing Cloud users can engage with each other, ask questions, and share knowledge on various Salesforce topics. It's an ideal resource for associates who wish to follow specific Marketing Cloud Engagement topics and connect with other users.

* Why Not Salesforce+ or Trust Site: Salesforce+ is focused on video content, and the Trust site is used for checking system status and availability. The Trailblazer Community is tailored specifically for user collaboration and topic discussions.

* Salesforce Documentation Reference: Explore the Trailblazer Community for engaging with other Salesforce users.

NEW QUESTION # 72

GDPR is a comprehensive privacy law that limits the use of subscriber data in which region?

- A. USA
- B. **Eu**
- C. Canada

Answer: B

Explanation:

The General Data Protection Regulation (GDPR) is a comprehensive privacy law that applies to all individuals within the European Union. It regulates how companies can collect, process, and store personal data, aiming to protect the privacy rights of EU residents. Compliance with GDPR is required when handling data of individuals located within the EU, regardless of where the business is based.

* Scope of GDPR: It applies to any entity processing the personal data of EU residents, imposing strict rules on consent, data usage, and data security.

* Salesforce Documentation Reference: For GDPR compliance details, see Salesforce and GDPR.

NEW QUESTION # 73

The marketing associate at Cloud Kicks is asked to compare goal attainment across three separate journeys at a glance in order to improve their marketing strategy.

Which feature should the associate use?

- A. Journey History
- B. **Journey Dashboard**
- C. Journey Health

Answer: B

Explanation:

To compare goal attainment across three separate journeys at a glance, the associate should use the Journey Dashboard feature in Salesforce Marketing Cloud. The Journey Dashboard provides a comprehensive overview of journey performance, including key metrics and goal attainment, in a visual format. This allows marketers to quickly assess the effectiveness of different journeys and make informed decisions to improve their marketing strategy.

NEW QUESTION # 74

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