

MC-101日本語関連対策、MC-101模擬資料



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>> MC-101日本語関連対策 <<

Salesforce MC-101模擬資料 & MC-101受験対策書

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Salesforce Certified Marketing Cloud Engagement Foundations 認定 MC-101 試験問題 (Q54-Q59):

質問 # 54

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. Reference Content Block
- **B. Dynamic Content Block**
- C. A/B Test Content Block

正解: B

解説:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to

create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

質問 # 55

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

正解: C

解説:

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.

質問 # 56

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

正解: C

解説:

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.

質問 # 57

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

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

正解: A

解説:

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.

質問 # 58

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.

How should an associate test if these emails are rendering properly before sending them out?

- A. Einstein Content Testing
- B. Journey Builder System Optimization
- C. Subscriber Preview

正解: C

解説:

To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.

This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.

References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

質問 # 59

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MC-101模擬資料: <https://jp.fast2test.com/MC-101-premium-file.html>

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