

# MC-101 Exam Topics Pdf | MC-101 Latest Exam Cost



2026 Latest TestSimulate MC-101 PDF Dumps and MC-101 Exam Engine Free Share: <https://drive.google.com/open?id=155c23DTmR0zKAADsczEqiva-zNSPDhWF>

Our MC-101 preparation exam have assembled a team of professional experts incorporating domestic and overseas experts and scholars to research and design related exam bank, committing great efforts to work for our candidates. Most of the experts have been studying in the professional field for many years and have accumulated much experience in our MC-101 Practice Questions. So we can say that our MC-101 exam questions are the first-class in the market. With our MC-101 learning guide, you will get your certification by your first attempt.

Compared with products from other companies, our MC-101 practice materials are responsible in every aspect. After your purchase of our MC-101 exam braindumps, the after sales services are considerate as well. We have considerate after sales services with genial staff. They are willing to solve the problems of our MC-101 training guide 24/7 all the time. If you have any question that you don't understand, just contact us and we will give you the most professional advice immediately.

**>> MC-101 Exam Topics Pdf <<**

## Salesforce MC-101 Latest Exam Cost & MC-101 Reliable Test Vce

The pass rate is 99% for MC-101 exam materials, and most candidates can pass the exam by using MC-101 questions and answers of us. If you choose us, we can ensure you that you can pass the exam just one time. We will give you refund if you fail to pass the exam, you don't need to worry that your money will be wasted. We offer you free demo to have a try before buying MC-101 Exam Dumps, so that you can have a better understanding of what will buy. We have online and offline chat service stuff, and if you have any questions about MC-101 exam dumps, you can consult us.

## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• 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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• 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.</li></ul>

Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>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.</li> </ul>

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q110-Q115):

### NEW QUESTION # 110

An associate is working on an email containing personalized content. It needs to be proofed by a reviewer prior to sending it to the audience.

Using a test data extension, which option should the associate use to meet this requirement?

- A. Perform a Subscriber Preview and test send.**
- B. Execute a Send flow using the test data extension.
- C. Generate a Preview and send it to the reviewer.

### Answer: A

Explanation:

Using the Subscriber Preview and Test Send option is an efficient way to preview personalized content and send it to a reviewer. This allows the associate to view the email as it would appear to a specific subscriber and send the preview version for review before the final send.

\* Benefits of Test Send: The Test Send feature allows for testing with specific data from the test data extension and ensures that personalized content renders correctly for review.

\* Salesforce Documentation Reference: See Email Studio Test Send for more on performing subscriber previews and test sends.

### NEW QUESTION # 111

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. Disable Auto-suppression list.
- B. Ensure deduplication is not selected,**
- C. Utilize transactional send classification.

### 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 # 112

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Email Studio Send Tracking
- B. Einstein Engagement Scoring
- C. Bounce Mail Management

**Answer: A**

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

\* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

\* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

### NEW QUESTION # 113

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- A. Use decision splits to separate the audience based on location.
- B. Send the entire journey to available contacts.
- C. Create a Journey for each location.

**Answer: A**

Explanation:

Decision splits in Journey Builder allow DreamHouse Realty to send targeted emails based on contacts' specific areas of interest. By using a decision split based on location, the journey can branch to ensure that each contact receives content relevant to their preferred areas without needing separate journeys for each location.

\* Advantages of Decision Splits: This approach keeps the journey streamlined and ensures relevant content delivery based on criteria such as geographic location.

\* Salesforce Documentation Reference: See Journey Builder Decision Splits for configuring audience segmentation.

### NEW QUESTION # 114

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

- A. Define Properties
- B. Configure Delivery
- C. Review and Send

**Answer: A**

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

## NEW QUESTION # 115

It is not easy for you to make a decision of choosing the MC-101 study materials from our company, because there are a lot of study materials about the exam in the market. However, if you decide to buy the MC-101 study materials from our company, we are going to tell you that it will be one of the best decisions you have made in recent years. As is known to us, the MC-101 Study Materials from our company are designed by a lot of famous experts and professors in the field.

**MC-101 Latest Exam Cost:** <https://www.testsimulate.com/MC-101-study-materials.html>

P.S. Free 2026 Salesforce MC-101 dumps are available on Google Drive shared by TestSimulate: <https://drive.google.com/open?id=155c23DTmR0zKAADsczEqiva-zNSPDhWF>