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### Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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>• <b>Marketing Cloud Engagement Basics:</b> 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 3	<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 4	<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>
Topic 5	<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>

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q112-Q117):

### NEW QUESTION # 112

A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.

Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Send Logs
- B. Journey History
- C. Send Tracking

**Answer: B**

Explanation:

Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.

\* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.

\* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

### NEW QUESTION # 113

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. Standard Data Extension
- B. Random Data Extension
- C. Filtered Data Extension

**Answer: C**

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

#### NEW QUESTION # 114

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members. When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- A. Data Retention
- B. Data Type
- C. Send Relationship

**Answer: C**

Explanation:

When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the "Data Type" attribute appropriately. The "Data Type" attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.

By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.

References: The Salesforce Marketing Cloud documentation on data extensions includes guidance on defining data types for each field in a data extension, which is crucial for accurate data management and segmentation.

#### NEW QUESTION # 115

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.

What should an associate recommend?

- A. Create custom folder permissions.
- B. Organize folders alphabetically.
- C. Enable content tags.

**Answer: C**

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

#### NEW QUESTION # 116

In Email Studio, what is used to uniquely identify individuals with a value defined by the admin?

- A. Subscriber Key
- B. Primary Key
- C. Contact ID

**Answer: A**

Explanation:

In Email Studio, the Subscriber Key is used to uniquely identify individuals. Defined by the admin, it allows for unique tracking of

subscriber engagement and prevents duplicate records. Subscriber Key can be an email address, customer ID, or any other unique identifier.

\* Importance of Subscriber Key: It provides a unique identifier for managing subscriber data, enabling detailed personalization and tracking across the platform.

\* Salesforce Documentation Reference: For more on Subscriber Keys, refer to Subscriber Key Usage in Email Studio.

## NEW QUESTION # 117

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