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Salesforce MC-101 Exam Actual Tests & MC-101 Reliable Exam Braindumps

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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	• 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 3	• 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 4	• 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 5	• 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.

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

NEW QUESTION # 91
Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.
What is an argument in favor of using a new From Name?

- A. Easily differentiate the new publication.
- B. Enhance address book utilization.
- C. Receive better Inbox placement.

Answer: A

Explanation:
Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.
This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.
* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.
* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

NEW QUESTION # 92
A marketing associate at Cloud Kicks has created a promotional email and wants to send it to internal marketing, compliance, and sales teams. The teams currently consist of 15 individuals each.
How should the associate send a preview of the promotional email to the internal teams?

- A. Send a proof based on a Subscriber Preview.

- B. Enter the email addresses under Recipient in the test send.
- C. Send to a test data extension in the test send.

Answer: A

Explanation:
When a marketing associate at Cloud Kicks wants to send a preview of a promotional email to internal teams, the most efficient method is to send a proof based on a Subscriber Preview. This feature allows the sender to generate a preview of how the email will appear to recipients, including personalized content and dynamic elements. Sending a proof ensures that internal stakeholders such as marketing, compliance, and sales teams can review the email exactly as it would appear to the intended audience, allowing for comprehensive feedback on content, design, and compliance aspects.
This approach is particularly useful for internal reviews, as it provides a realistic representation of the customer experience, facilitating effective collaboration and quality assurance before the final send.
References: Salesforce Marketing Cloud documentation on Email Studio provides guidelines on sending proofs and using Subscriber Preview for internal testing and review of emails, ensuring that communications are thoroughly vetted before reaching the audience.

NEW QUESTION # 93
As a best practice, which value should an associate use when creating a subscriber key?

- A. Phone Number
- B. Customer ID
- C. Email Address

Answer: B

Explanation:
The best practice for creating a subscriber key in Salesforce Marketing Cloud is to use a unique, persistent value like a Customer ID. The subscriber key serves as the unique identifier for each subscriber, so it should not change over time, which makes a Customer ID ideal as it is often assigned at the start of a customer relationship and remains consistent.
* Why Not Use Email Address or Phone Number: These can change over time and are not as stable.
Using a Customer ID helps maintain continuity even if a customer updates their email address or phone number.
* Salesforce Documentation Reference: For more information, refer to the Salesforce Marketing Cloud Guide on Subscriber Keys.

NEW QUESTION # 94
A marketing associate at Northern Trail Outfitters (NTO) notices the number of hard bounces increased after the most recent send.
Recently, NTO:
* Updated its Commercial Send Classification
* Incorporated a list of additional contacts gathered from an industry event into a sendable data extension
* Tested new subject lines in its email campaigns
What is causing the high bounce rate?

- A. Some newly added contacts' email addresses were invalid.
- B. The updated subject lines triggered spam alerts and the emails were flagged as junk.
- C. The newly added contacts had NOT given consent for email marketing.

Answer: A

Explanation:
The increase in hard bounces experienced by Northern Trail Outfitters (NTO) after incorporating a new list of contacts from an industry event is most likely due to some of the newly added contacts having invalid email addresses. Hard bounces typically occur when an email address is incorrect, nonexistent, or has been deactivated. When a list is newly integrated into a sendable data extension without thorough validation or cleaning, there's a higher likelihood that it contains email addresses that are no longer valid, leading to an increase in hard bounces.
It's essential for marketing teams to perform email address validation and list cleaning, especially when incorporating new lists from external sources like industry events, to maintain email deliverability and sender reputation.
References: Best practices in email marketing stress the importance of maintaining list hygiene by regularly validating and cleaning email lists to minimize hard bounces and ensure effective communication with the audience.

NEW QUESTION # 95

Northern Trail Outfitters (NTO) decided to expand into guided outdoor tours. NTO announced this new division to its customers and encouraged them to opt-in for content regarding tours. The response was low, so NTO has continued to send tour content to its clothing audience regularly.

Why does this behavior put NTO's email sending reputation at risk?

- A. Implementing an address book strategy impacts deliverability on email campaigns.
- B. Unsolicited and unwanted email typically results in lower engagement and increased complaints.
- C. Spam filters used by email service providers are aware of subscriber's opt-in topic areas.

Answer: B

Explanation:

Continuing to send content on tours to a segment that has not opted-in for it can lead to increased complaints and low engagement. This behavior can harm Northern Trail Outfitters' sending reputation, as unsolicited emails often result in negative interactions, including unsubscribes and spam complaints.

* Why This Puts Sending Reputation at Risk: Sending irrelevant content violates email marketing best practices, increasing the likelihood of emails being flagged as spam, which can decrease overall deliverability.
* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud Deliverability Best Practices for insights on how sending unwanted content can impact deliverability.

NEW QUESTION # 96

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