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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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 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	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q17-Q22):

NEW QUESTION # 17
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

Answer: A

Explanation:
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.

NEW QUESTION # 18
A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months.
Where should an associate view the status of the subscriber?

- A. All Subscribers in Email Studio
- B. Synchronized Data Extensions in Contact Builder
- C. All Contacts in Contact Builder

Answer: A

Explanation:
The "All Subscribers" list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the "All Subscribers" list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

NEW QUESTION # 19

Northern Trail Outfitters is receiving numerous complaints from subscribers that they are unable to find a newsletter they signed up for. Tracking information is indicating the email server rejected the email.
Which status describes the issue?

- A. Bounce
- B. Held
- C. Unsubscribed

Answer: A

Explanation:
The Bounce status describes the issue when subscribers complain about not receiving a newsletter they signed up for, and tracking information indicates the email server rejected the email. A bounced email is one that could not be delivered to the recipient's inbox due to various reasons, such as an incorrect email address, a full inbox, or server issues. The Bounce status helps identify and manage undeliverable email addresses.

NEW QUESTION # 20

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.
Which feature is configured in an account to meet these requirements?

- A. Reply Mail Management
- B. Delivery Profiles
- C. From Address Management

Answer: A

Explanation:
To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.
This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.
References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

NEW QUESTION # 21

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 Dashboard

- B. Journey History
- C. Journey Health

Answer: A

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 # 22

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