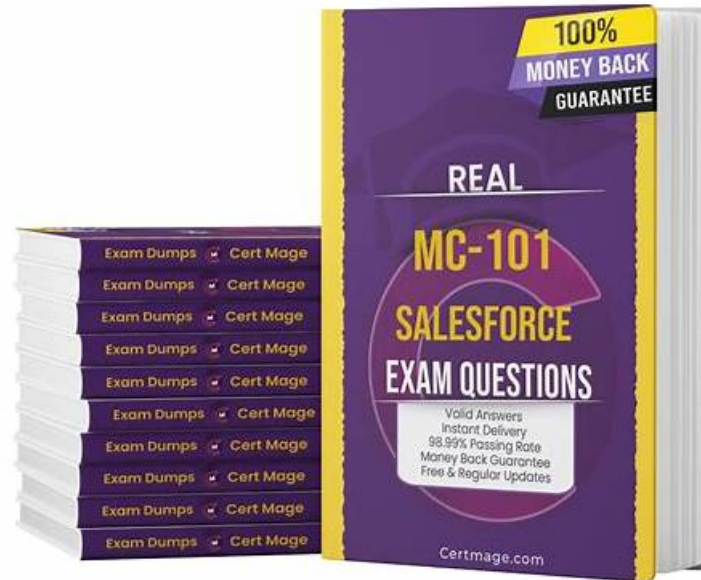


Frequent Salesforce MC-101 Updates, Valid Dumps MC-101 Questions



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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 3	<ul style="list-style-type: none"> • 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 4	<ul style="list-style-type: none"> • 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 5	<ul style="list-style-type: none"> • 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.

>> Frequent Salesforce MC-101 Updates <<

High-praised MC-101 Training Guide: Salesforce Certified Marketing Cloud Engagement Foundations Carries You Outstanding Exam Braindumps - PassExamDumps

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q53-Q58):

NEW QUESTION # 53

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- A. Data Relationships
- **B. Data Retention**
- C. Primary Key

Answer: B

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 54

A marketing associate at Cloud Kicks is creating a data extension for sending order confirmation emails to clients from a journey. The data extension has three ID fields: Order ID, Product ID, and Subscriber ID.

Which ID should the associate use in the Send Relationship section of the data extension?

- A. Order ID
- **B. Subscriber ID**
- C. Product ID

Answer: B

Explanation:

In the Send Relationship section of a data extension, the Subscriber ID should be used as it links the data extension to the subscribers within Salesforce Marketing Cloud. This ensures that the email is sent to the correct subscriber by matching the Subscriber ID with the unique identifier in the Marketing Cloud subscriber list.

* Importance of Subscriber ID: This ID is essential for tracking and linking interactions, and ensuring that each email is accurately associated with the correct recipient within the journey.

* Salesforce Documentation Reference: For more information on Send Relationships, see Setting Up Sendable Data Extensions.

NEW QUESTION # 55

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs will be loaded into a report for the email.
- **B. URLs can be viewed directly in the email.**
- C. URLs must be clicked to verify.

Answer: B

Explanation:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

NEW QUESTION # 56

What is used to identify unique member records?

- **A. Subscriber Key**
- B. Foreign Key
- C. Primary Key

Answer: A

Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.

References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 57

The marketing team at Northern Trail Outfitters wants to remove customer data 30 days after it is uploaded to Marketing Cloud Engagement.

Which feature helps to regulate how long information is kept in a data extension?

- **A. Data Retention**
- B. Data Transfer
- C. Automation Studio

