MC-101시험대비최신공부자료 - MC-101인증덤프공부자료

참고: Pass4Test에서 Google Drive로 공유하는 무료 2026 Salesforce MC-101 시험 문제집이 있습니다:
https://drive.google.com/open?id=1lhLtxYYB-mPyya7h8d-cGRutMODUU_dg

Salesforce MC-101 덤프로 많은 분들께서 Salesforce MC-101시험을 패스하여 자격증을 취득하게 도와드렸지만 저희는 자만하지않고 항상 초심을 잊지않고 더욱더 퍼펙트한Salesforce MC-101덤프를 만들기 위해 모든 심여를 기울일 것을 약속드립니다.

Salesforce MC-101 시험요강:

주제	소개
주제 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.

주제 2	• 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.
주제 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.
주제 4	• 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.
주제 5	• 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.

>> MC-101시험대비 최신 공부자료 <<

Salesforce MC-101인증덤프공부자료 - MC-101최신 업데이트 인증덤프

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최신 Salesforce Marketers MC-101 무료샘플문제 (Q16-Q21):

질문 #16
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 Health
- B. Journey History
- C. Journey Dashboard

정답：C

설명：
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.

질문 #17
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. All Contacts in Contact Builder
- C. Synchronized Data Extensions in Contact Builder

정답：A

설명：
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.

질문 # 18
The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.
Which attribute should an associate use to uniquely identify each family member?

- A. Primary Key
- B. Subscriber Key
- C. Full Name

정답：B

설명：
In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.
By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.
References: Salesforce Marketing Cloud documentation on Subscriber Management clearly outlines the importance and use of the Subscriber Key for unique identification of subscribers in scenarios where multiple users might share the same contact information, such as an email address.

질문 # 19
A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.
How should the associate meet this requirement?

- A. Copy the existing journey.
- B. Create a new journey version.
- C. Create a new journey.

정답：B

설명：
When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.
This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.
This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.
References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

질문 # 20

Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.

Which of the following is considered best practice regarding unsolicited emails?

- A. Ensure transactional message subject lines are promotional.
- B. Capture explicit consent from users.
- C. Make sure that subject lines are ambiguous and general.

정답：B

설명：

In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.

References: Best practices and regulatory compliance guidelines, such as those outlined in GDPR and other email marketing regulations, emphasize the importance of explicit consent in building a healthy email list and maintaining positive engagement with recipients.

질문 # 21

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우리Pass4Test의 덤프는 여러분이Salesforce MC-101인증시험응시에 도움이 되시라고 제공되는 것입니다, 우라 Pass4Test에서 제공되는 학습가이드에는Salesforce MC-101인증시험관연 정보기술로 여러분이 이 분야의 지식 장악에 많은 도움이 될 것이며 또한 아주 정확한Salesforce MC-101시험문제와 답으로 여러분은 한번에 안전하게 시험을 패스하실 수 있습니다,Salesforce MC-101인증시험을 아주 높은 점수로 패스할 것을 보장해 드립니다,

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