

# Examcollection MC-101 Vce - Salesforce Realistic Salesforce Certified Marketing Cloud Engagement Foundations Valid Test Pass4sure



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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>

Topic 3	<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 4	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>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.</li> </ul>

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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q31-Q36):

### NEW QUESTION # 31

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.

Which CAN-SPAM requirement should the associate check for compliance?

- **A. Include the organization's physical mailing address in the email.**
- B. Ensure the domain and subdomain of any email addresses match company's web domain.
- C. Only email people who have double opted-in to receive communications.

**Answer: A**

Explanation:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.

\* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.

\* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

### NEW QUESTION # 32

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

- A. Primary Key
- **B. Contact Key**

- C. API Key

**Answer: B**

Explanation:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

References: Salesforce Marketing Cloud documentation on Contact Management clearly outlines the role and importance of the Contact Key in managing customer profiles and ensuring a unified approach to cross-channel marketing.

### NEW QUESTION # 33

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.
- **B. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.**
- C. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.

**Answer: B**

Explanation:

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

### NEW QUESTION # 34

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add only
- **B. Add and update**
- C. Overwrite

**Answer: B**

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

### NEW QUESTION # 35

Northern Trail Outfitters has been running an email marketing campaign for 6 months. The head of sales wants to know how many new sales leads this email campaign is generating.

Which marketing metric should the associate present to the head of sales?

- A. Clicks
- **B. Conversions**
- C. Impressions

**Answer: B**

Explanation:

To demonstrate the effectiveness of an email marketing campaign in generating new sales leads, the most relevant metric to present to the head of sales is conversions. Conversions refer to the actions that email recipients take as a direct result of the campaign that align with predefined goals, such as filling out a contact form, signing up for a webinar, or making a purchase. This metric directly correlates email engagement with the desired outcome of acquiring new sales leads, providing a tangible measure of the campaign's impact on business objectives.

Focusing on conversions allows the marketing team to quantify the effectiveness of the email campaign in driving meaningful actions that contribute to the sales pipeline.

References: Best practices in email marketing and analytics emphasize the importance of tracking conversions as a key performance indicator for assessing the direct impact of marketing efforts on lead generation and sales outcomes.

## NEW QUESTION # 36

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