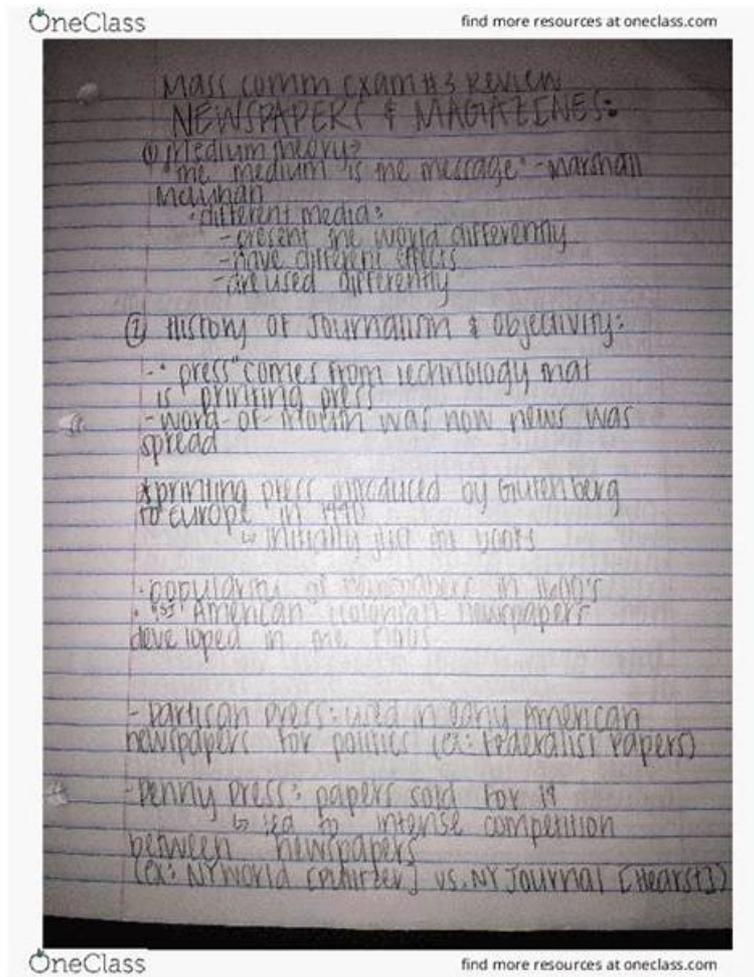# MC-101 Study Demo - New MC-101 Exam Bootcamp

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A team of experts works hard for the Salesforce Certification Exam. To assist you in the objective of cracking the Salesforce MC-101 Exam, Salesforce MC-101 Dumps is offering a study material which comes in three versions and meets all needs of your exam preparation. Our product is available in Salesforce MC-101 Dumps PDF, a desktop Salesforce MC-101 dumps practice test, and a web-based Salesforce MC-101 dumps practice test.

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	• 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 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	• 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 5	• 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.

>> MC-101 Study Demo <<

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If you really want to pass the real test and get the Salesforce certification? At first, you should be full knowledgeable and familiar with the MC-101 certification. Even if you have acquired the knowledge about the MC-101 actual test, the worries still exist. You do not know what questions you may be faced with when attending the real test. Now, you need the MC-101 practice dumps which can simulate the actual test to help you. Our MC-101 training dumps can ensure you pass at first attempt.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q35-Q40):

NEW QUESTION # 35
A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.
Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Use Automation Studio to create a File Transfer activity.
- B. Rename the file to "products.xml".
- C. Create the target data extension in Marketing Cloud.

Answer: C

Explanation:
Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.
* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.
* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 36
Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement.
Which configuration option should the associate select to ensure this is a transactional send?

- A. Send Classification
- B. Sender Profile
- C. Delivery Profile

Answer: A

Explanation:
When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

NEW QUESTION # 37
Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them.
Which marketing practice should the associate apply?

- A. Promote products that the customer might be interested in.
- B. Include personal data for the customer to easily access.
- C. Utilize first-party data to personalize the customer experience.

Answer: C

Explanation:
When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data-information directly collected from customers through their interactions with the brand-enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.
Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.
References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

NEW QUESTION # 38
Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Requiring the subscriber to complete a survey before allowing them to unsubscribe
- B. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe
- C. Mandating subscribers to provide a reason for opting cut before allowing them to unsubscribe

Answer: B

Explanation:
One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

NEW QUESTION # 39
DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet.
What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to a double opt-In campaign.
- B. Add collected contacts to customer database.
- C. Add collected contacts to an onboarding journey.

Answer: A

Explanation:
The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.
* Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.
* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

NEW QUESTION # 40

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