

# MC-101 Exam Questions - MC-101 Guide Torrent & Salesforce Certified Marketing Cloud Engagement Foundations Test Guide



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<ul style="list-style-type: none"> <li>• <b>Marketing Concepts:</b> 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>• <b>Data Management:</b> 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>• <b>Marketing Cloud Engagement Basics:</b> 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>

>> New MC-101 Exam Objectives <<

## Salesforce MC-101 Pass4sure & Exam MC-101 Blueprint

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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q85-Q90):

#### NEW QUESTION # 85

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Click Rate, Bounce Rate, and Alerts
- **B. Goals, Population, and Alerts**
- C. Unsubscribes, Delivery Rate, and Goals

#### Answer: B

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

\* **Goals:** This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

\* **Population:** This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

\* **Alerts:** Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

#### NEW QUESTION # 86

Northern Trail Outfitters wants to ensure its subscribers receive communications that best fit their needs and wants.

Which options allow for a subscriber to opt-out within Marketing Cloud Engagement?

- A. Global Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe
- **B. Global Unsubscribe, Universal Unsubscribe, Data Extension Unsubscribe**
- C. State Level Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe

**Answer: B**

Explanation:

In Salesforce Marketing Cloud Engagement, there are several mechanisms through which a subscriber can opt-out or unsubscribe from receiving communications, ensuring that communications are aligned with their preferences and needs. The options include:

\* **Global Unsubscribe:** When a subscriber chooses to globally unsubscribe, they are opting out of all communications from the organization across all channels within Marketing Cloud. This is a comprehensive opt-out option that affects all marketing lists and data extensions associated with the subscriber.

\* **Universal Unsubscribe:** Similar to the global unsubscribe, a universal unsubscribe impacts the subscriber's status across multiple channels and lists, ensuring they do not receive unwanted communications from the organization.

\* **Data Extension Unsubscribe:** This option allows subscribers to unsubscribe from specific communications tied to a particular data extension without affecting their subscription status in other lists or data extensions. This granularity enables subscribers to tailor their communication preferences more precisely.

These unsubscribe options are part of Salesforce Marketing Cloud's commitment to respecting subscriber preferences and adhering to best practices in email marketing and communications.

References: Salesforce Marketing Cloud documentation provides detailed explanations of different unsubscribe mechanisms, highlighting their functionalities and best practices for managing subscriber preferences and compliance.

#### **NEW QUESTION # 87**

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.

When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- **A. Ensure deduplication is not selected,**
- B. Utilize transactional send classification.
- C. Disable Auto-suppression list.

**Answer: A**

Explanation:

To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.

\* **Why Avoid Deduplication:** Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.

\* **Salesforce Documentation Reference:** For details, refer to Deduplication Settings.

#### **NEW QUESTION # 88**

Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.

Which send configuration setting should be leveraged?

- A. General Send Classification
- B. Commercial Send Classification
- **C. Transactional Send Classification**

**Answer: C**

Explanation:

For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically

used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby reducing the likelihood of unsubscribes.

Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.

References: Salesforce Marketing Cloud documentation provides clear guidelines on different send classifications, outlining the specific use cases for transactional sends and their importance in maintaining customer engagement and regulatory compliance.

### NEW QUESTION # 89

The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.

Which feature should the associate use?

- A. Email Studio
- **B. CloudPages**
- C. Contact Builder

**Answer: B**

Explanation:

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.

Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt-in for SMS, ensuring compliance with consent regulations.

\* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions.

\* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

### NEW QUESTION # 90

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