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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">• 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 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">• 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	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q45-Q50):

NEW QUESTION # 45

What unifies a customer across multiple channels?

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

Answer: B

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

* Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

* Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

NEW QUESTION # 46

Cloud Kicks (CK) has a very important new product launch coming up. CK has built an informative email to maximize awareness and interest. Management refused a giveaway as part of the campaign, but not deep discounts.

Which potential option violates CAN-SPAM specifications on subject lines?

- A. IMPORTANT: Please reply ASAP for the best deal!
- **B. You may have just won a \$500 gift card!**
- C. You don't want to miss our newest product

Answer: B

Explanation:

Option C, "You may have just won a \$500 gift card!", potentially violates CAN-SPAM specifications on subject lines because it can be considered misleading or deceptive. CAN-SPAM regulations require that subject lines accurately reflect the content of the email. Misleading subject lines that imply the recipient has won a prize when this is not the case can lead to violations of these regulations, potentially resulting in penalties. It's crucial for marketing communications to be transparent and not mislead recipients about the nature of the email content.

NEW QUESTION # 47

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers.

Which tools should an associate use to accomplish this?

- A. Marketing Cloud Intelligence, Mobile Studio

- B. Advertising Studio, Social Studio
- **C. Email Studio, Journey Builder**

Answer: C

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

NEW QUESTION # 48

Cloud Kicks uses Marketing Cloud Engagement to launch targeted email marketing campaigns to potential and existing customers. What does the marketing campaign need to include in the email sends to meet CAN-SPAM requirements?

- A. URL link to privacy standards
- **B. Physical mailing address**
- C. Transactional Send Classification

Answer: B

Explanation:

To meet CAN-SPAM Act requirements, Cloud Kicks' marketing campaigns must include the sender's valid physical postal address in every email send. This requirement is part of the regulations aimed at providing transparency and accountability in email marketing, allowing recipients to know who is communicating with them and how they can stop receiving unwanted emails if they choose to.

Including a physical mailing address in emails not only complies with legal requirements but also helps build trust with recipients by ensuring that the business is established and reachable. This detail is typically included in the footer of the email, alongside other compliance elements such as an unsubscribe link and a clear explanation of why the recipient is receiving the email.

References: The CAN-SPAM Act's requirements for commercial messages are outlined in detail in legal resources and compliance guides, emphasizing the importance of including a physical postal address in all marketing emails to ensure adherence to the law and promote transparency in email communications.

NEW QUESTION # 49

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. Product ID
- **C. Subscriber ID**

Answer: C

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 # 50

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