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The Salesforce Certified Marketing Cloud Engagement Foundations MC-101 certification is a valuable credential earned by individuals to validate their skills and competence to perform certain job tasks. Your Salesforce Certified Marketing Cloud Engagement Foundations MC-101 certification is usually displayed as proof that you've been trained, educated, and prepared to meet the specific requirement for your professional role. The Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Certification enables you to move ahead in your career later.

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Subjects are required to enrich their learner profiles by regularly making plans and setting goals according to their own situation, monitoring and evaluating your study. Because it can help you prepare for the MC-101 exam. If you want to succeed in your exam and get the related exam, you have to set a suitable study program. We believe that if you purchase MC-101 Test Guide from our company and take it seriously into consideration, you will gain a suitable study plan to help you to pass your MC-101 exam in the shortest time.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q18-Q23):

NEW QUESTION # 18

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- A. A Send Classification with honor list-level opt outs checked
- **B. Transactional Send Classification**
- C. Commercial Send Classification

Answer: B

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

NEW QUESTION # 19

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By individually assigning access permissions to users
- B. By establishing a dedicated business unit for shared Items
- C. By storing items they want to share in a shared folder

Answer: C

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 20

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- A. Data Relationships
- B. Primary Key
- C. Data Retention

Answer: C

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 21

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Einstein Engagement Scoring
- B. Email Studio Send Tracking
- C. Bounce Mail Management

Answer: B

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 22

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.

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

Explanation:

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.

NEW QUESTION # 23

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