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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 4	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q102-Q107):

NEW QUESTION # 102
A marketing associate at Cloud Kicks wants to acquire new email subscribers for the company's new line of next generation footwear.
What should the associate utilize?

- A. Target current employees
- B. Purchase a list
- C. Utilize web signups

Answer: C

Explanation:
To acquire new email subscribers for the company's new line of next-generation footwear, the associate should utilize web signups. This method involves creating a signup form on the company's website where visitors can enter their email addresses to subscribe to updates, promotions, and more. Web signups are an effective way to grow the email list organically, ensuring that the subscribers are genuinely interested in the company's products. This approach is also compliant with email marketing best practices and regulations, such as GDPR and CAN-SPAM, which require explicit consent from subscribers.

NEW QUESTION # 103
A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.
How should the associate proceed?

- A. Pause the journey and restart it when codes are active.
- B. Update the Wait Activity in the journey to the correct date.
- C. Stop the journey and restart it when codes are active.

Answer: A

Explanation:
If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing

the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

NEW QUESTION # 104

Northern Trail Outfitters (NTO) wants more insight into website traffic and behavior generated from promotional email campaigns.
Which type of tracking should the associate add to links in emails to better understand NTO's site traffic?

- A. Link Alias
- B. UTM Parameters
- C. Behavioral Triggers

Answer: B

Explanation:
UTM Parameters are tags added to URLs in emails to track site traffic originating from specific campaigns.
These parameters provide insights into website traffic, user behavior, and the effectiveness of promotional email campaigns by tracking data within Google Analytics or similar platforms.
* Benefits of UTM Parameters: They offer detailed information on traffic sources, helping NTO understand which campaigns drive website visits and conversions.
* Salesforce Documentation Reference: For more on tracking with UTM Parameters, see Using UTM Parameters in Marketing Cloud.

NEW QUESTION # 105

The marketing team at Cloud Kicks believes that adding a subscriber's first name to a subject line will improve open rates. They decide to test their hypothesis with a sample set in their next upcoming email. They want the test to automatically choose the winner based on highest open rate and then send the winning subject line to the remaining population.
Which feature should the associate use to execute these testing parameters?

- A. A/B Testing In Email Studio
- B. Journey Builder A/B Testing
- C. Random Data Extensions

Answer: A

Explanation:
When the marketing team at Cloud Kicks wants to test the effectiveness of including a subscriber's first name in the subject line to improve open rates, the most suitable Salesforce Marketing Cloud feature is A/B Testing in Email Studio. This feature allows marketers to create variations of their emails with different subject lines (in this case, one with and one without the subscriber's first name) and send these variations to a sample set of their audience.
The A/B Testing functionality in Email Studio includes the ability to automatically determine the winning version based on a specified success metric, such as the highest open rate. After the test concludes, Email Studio can automatically send the winning version to the remaining segment of the audience that did not participate in the initial test. This process is both efficient and effective for testing hypotheses about email engagement and ensuring that the most impactful email content is delivered to the larger audience.
References: Salesforce Marketing Cloud Email Studio documentation provides extensive details on how to set up and execute A/B tests, including setting success metrics and automating the distribution of the winning content.

NEW QUESTION # 106

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder.
However, when defining the entry source, the specific data extension was not found.
How should the associate troubleshoot this issue?

- A. Ensure the data extension is sendable.
- B. Ensure the data extension is testable.
- C. Ensure a data retention setting is enabled.

Answer: A

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.

References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

NEW QUESTION # 107

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