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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	• 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 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	• 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 5	• 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 (Q96-Q101):

NEW QUESTION # 96
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. Transactional Send Classification
- B. General Send Classification
- C. Commercial Send Classification

Answer: A

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 # 97
Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.
How should the marketing associate accomplish this?

- A. Use a data extension that includes only tiered members that opened the previous email.

- B. Use the customer base data extension as the target and the gold tier data extension as excluded.
- C. Create a random data extension and suppress gold tier members from the customer base data extension.

Answer: B

Explanation:

To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.

This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.

References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 98

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.
Which type of content should the associate use?

- A. Landing Page
- B. Interactive Code Resource
- C. Mobile Push Page

Answer: A

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

NEW QUESTION # 99

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.
Which CAN-SPAM requirement should the associate check for compliance?

- A. Only email people who have double opted-in to receive communications.
- B. Ensure the domain and subdomain of any email addresses match company's web domain.
- C. Include the organization's physical mailing address in the email.

Answer: C

Explanation:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.
* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.
* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

NEW QUESTION # 100

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts and All Subscribers are included on one list and cannot be separated.

- B. All Contacts are included on All Subscribers once messaged via email.
- C. All Contacts and All Subscribers are two separate lists with no overlap.

Answer: B

Explanation:
In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.
This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.
References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 101

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