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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">• 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 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 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.
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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q93-Q98):

NEW QUESTION # 93

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Email addresses have been flagged by List Detective.
- B. Customers had previously unsubscribed from All Subscribers.
- C. Email addresses no longer exist with the service provider.

Answer: C

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

NEW QUESTION # 94

What is a benefit of enrolling new contacts into a nurture campaign?

- A. Introduces potential customers to the brand
- B. Communicates previous discount opportunities missed
- C. Helps meet the number of outbound emails each month that management wants sent

Answer: A

Explanation:

Enrolling new contacts into a nurture campaign is beneficial as it introduces them to the brand gradually, helping them learn about the brand's values, products, and services. Nurture campaigns are designed to build relationships over time, increasing engagement and fostering brand loyalty.

* Purpose of Nurture Campaigns: These campaigns help educate potential customers and keep them engaged with relevant content.

* Salesforce Documentation Reference: Refer to Nurture Campaign Best Practices.

NEW QUESTION # 95

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 Retention
- B. Data Relationships
- C. Primary Key

Answer: A

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 # 96

Cloud Kicks is sending an email and wants to avoid any auto-responses filling up the customer service inbox so that support staff can respond to customer inquiries.

Which feature is configured in an account to meet these requirements?

- A. Reply Mail Management
- B. Delivery Profiles
- C. From Address Management

Answer: A

Explanation:

To avoid auto-responses from filling up the customer service inbox, Cloud Kicks should configure Reply Mail Management (RMM) in their Salesforce Marketing Cloud account. RMM is a feature that handles replies to emails sent from Marketing Cloud, including managing auto-responses. With RMM, automatic replies, such as out-of-office notifications, can be filtered out or redirected to a specific email address, ensuring they do not clutter the customer service inbox.

This allows customer service staff to focus on genuine customer inquiries and provide timely and effective support. RMM can be customized to suit different operational needs, ensuring that only relevant replies reach the customer service team.

References: Salesforce Marketing Cloud documentation on Reply Mail Management provides comprehensive information on how to set up and customize RMM to manage and filter email replies effectively, improving operational efficiency and customer service responsiveness.

NEW QUESTION # 97

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

Answer: C

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 # 98

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