

Pass Guaranteed MC-101 - Authoritative Practice Salesforce Certified Marketing Cloud Engagement Foundations Exams



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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 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 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"> • 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	<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 (Q120-Q125):

NEW QUESTION # 120

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet. What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to customer database.
- B. Add collected contacts to an onboarding journey.
- C. Add collected contacts to a double opt-in campaign.

Answer: C

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

* Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

NEW QUESTION # 121

A marketing associate at Northern Trail Outfitters is sending out several different emails to contacts. After several attempts, the most recent email fails to send. The associate confirmed that all contacts are subscribed to receive emails and there are no issues with the email build.

Which email send status explains why the most recent email failed to send?

- A. Bounce
- B. Wrong email
- C. Held

Answer: C

Explanation:

The "Held" email send status explains why the most recent email failed to send when all contacts are subscribed and there are no issues with the email build. The Held status is applied to email addresses that have previously resulted in a hard bounce or repeatedly soft bounced. Salesforce Marketing Cloud automatically holds these emails back from sending to prevent damage to sender

reputation and to maintain high deliverability standards. This is a protective measure taken by the system.

NEW QUESTION # 122

A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.

Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Send Tracking
- B. Send Logs
- C. Journey History

Answer: C

Explanation:

Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.

* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.

* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

NEW QUESTION # 123

The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.

Which feature should the associate use?

- A. Email Studio
- B. Contact Builder
- C. CloudPages

Answer: C

Explanation:

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.

Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt-in for SMS, ensuring compliance with consent regulations.

* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions.

* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

NEW QUESTION # 124

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. Customers had previously unsubscribed from All Subscribers.
- B. Email addresses have been flagged by List Detective.
- 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.

