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## Salesforce MC-101 Exam Cram Pdf - Exam MC-101 Quiz

The MC-101 PDF questions file is the third format of Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam practice questions. This format contains the real, valid, and updated Salesforce MC-101 exam questions. You can download TestInsides exam questions PDF on your desktop computer, laptop, tabs, or even on your smartphones. The MC-101 Questions Pdf file is very easy to use and compatible with all smart devices. Download the TestInsides exam questions after paying affordable price and start preparation without wasting further time.

## Salesforce MC-101 Exam Syllabus Topics:

| Topic   | Details  |
|---------|--|
| Topic 1 | <ul style="list-style-type: none"><li>• 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.</li></ul>           |
| Topic 2 | <ul style="list-style-type: none"><li>• 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.</li></ul> |

|         |  |
|---------|--|
| Topic 3 | <ul style="list-style-type: none"> <li>• <b>Email Sending and Journeys:</b> 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.</li> </ul>   |
| Topic 4 | <ul style="list-style-type: none"> <li>• <b>Marketing Concepts:</b> 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.</li> </ul>   |
| Topic 5 | <ul style="list-style-type: none"> <li>• <b>Marketing Cloud Engagement Basics:</b> 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.</li> </ul> |

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q65-Q70):

### NEW QUESTION # 65

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains. How should the associate meet this requirement?

- **A. Create a new journey version.**
- B. Create a new journey.
- C. Copy the existing journey.

**Answer: A**

Explanation:

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

### NEW QUESTION # 66

The marketing team at Northern Trail Outfitters wants to test their new dynamic rewards template using internal team members' unique records to display their personalized data.

Which option should the associate use to configure Preview and Test?

- **A. Based on test data extension**
- B. Based on entire list
- C. Based on subscriber record

**Answer: A**

Explanation:

To test a new dynamic rewards template using internal team members' unique records to display personalized data, the associate should configure Preview and Test based on a test data extension. This option allows the associate to create a data extension specifically for testing purposes, populated with sample records that mimic the structure and content of the team members' data. This

approach ensures that the preview and testing accurately reflect how the dynamic content will appear to recipients, facilitating a more effective review process.

#### **NEW QUESTION # 67**

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- A. Contact Delete
- B. Send Relationship
- **C. Data Retention Policy**

**Answer: C**

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature. This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period. Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

#### **NEW QUESTION # 68**

Northern Trail Outfitters wants to send first-time customers a welcome email with a coupon immediately after they sign up for a newsletter.

What should an associate use to accomplish this task?

- A. Web Studio
- B. Email Studio
- **C. Automation Studio**

**Answer: C**

Explanation:

To send a welcome email with a coupon to first-time customers immediately after they sign up for a newsletter, the associate should use Automation Studio within Salesforce Marketing Cloud. Automation Studio offers a powerful suite of tools for automating marketing and operational tasks, including triggering emails based on specific events or actions, such as a new newsletter sign-up. By setting up a trigger-based automation in Automation Studio, the marketing team can ensure that as soon as a new sign-up is recorded, the welcome email is automatically dispatched. This immediate and personalized response can enhance the customer experience and foster a positive relationship from the outset.

References: Salesforce Marketing Cloud's Automation Studio documentation provides comprehensive guidance on creating and managing automations, including trigger-based email sends, to optimize marketing processes and enhance customer engagement.

#### **NEW QUESTION # 69**

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.
- **B. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.**
- C. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.

**Answer: B**

Explanation:

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

## NEW QUESTION # 70

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Before starting the Salesforce MC-101 preparation, plan the amount of time you will allot to each topic, determine the topics that demand more effort and prioritize the components that possess more weightage in the Salesforce MC-101 Exam. This kind of polished approach is beneficial for a commendable grade in the Salesforce MC-101 Exam.

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