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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 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	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	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 5	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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q35-Q40):

NEW QUESTION # 35

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers. Which tools should an associate use to accomplish this?

- A. Marketing Cloud Intelligence, Mobile Studio
- **B. Email Studio, Journey Builder**
- C. Advertising Studio, Social Studio

Answer: B

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

NEW QUESTION # 36

A marketing associate at Cloud Kicks sends a weekly email campaign about special events to its customers. They want to ensure that customers can opt- out of emails If they no longer want to receive this Information. How should the associate accomplish this?

- A. Have customer log in to their account and update profile.
- **B. Set up a footer in the email with an unsubscribe link.**
- C. Provide a postal mailing address as a minimum.

Answer: B

Explanation:

Providing a clear and easy way for recipients to opt-out of receiving future emails is a best practice and a legal requirement under regulations such as CAN-SPAM. Setting up a footer in the email with an unsubscribe link is a standard and effective method to allow recipients to easily remove themselves from future communications. This not only complies with legal requirements but also respects the preferences of the email recipients, potentially improving the sender's reputation and email deliverability.

NEW QUESTION # 37

The marketing team at Cloud Kicks needs to ensure a subscriber has the right to erasure, also known as the right to be forgotten. Which data privacy policy does this fall under?

- A. CAN-SPAM
- **B. GDPR**
- C. HIPPA

Answer: B

Explanation:

The right to erasure, also known as the right to be forgotten, falls under the General Data Protection Regulation (GDPR). This provision allows individuals to request the deletion or removal of personal data when there is no compelling reason for its continued processing by the business. This right is particularly relevant in the context of digital data and is intended to offer individuals greater control over their personal information in the digital environment.

The GDPR mandates that organizations must comply with such requests under certain conditions, thereby strengthening data privacy and protection for individuals within the European Union and the European Economic Area.

References: The GDPR text provides clear guidelines on the right to erasure, specifying the conditions under which individuals can exercise this right and the obligations of businesses to comply with these requests.

NEW QUESTION # 38

Management at Cloud Kicks wants to engage customers who have redeemed promotion codes on its website.

The associate set up a data extension so that Subscriber Key is the primary key. However, the associate notices that customers who have redeemed more than one promotion code only have one record added into the data extension.

What should the associate change to allow more than one record per subscriber key?

- A. Assign new subscriber keys to each promotion code redemption.
- B. Assign the email address as the primary key.
- C. Assign the promotion code field as a second primary key.

Answer: C

Explanation:

To allow more than one record per subscriber key, especially for customers who have redeemed more than one promotion code, the associate should assign the promotion code field as a second primary key. This creates a composite primary key consisting of the Subscriber Key and the Promotion Code field. With this configuration, each record is uniquely identified by the combination of the subscriber key and the promotion code, allowing multiple records for the same subscriber as long as the promotion codes are different.

NEW QUESTION # 39

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Enhance address book utilization.
- B. Easily differentiate the new publication.
- C. Receive better Inbox placement.

Answer: B

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

NEW QUESTION # 40

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