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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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 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 (Q11-Q16):

NEW QUESTION # 11

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

Answer: A

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 # 12

A marketing associate at Cloud Kicks notices that only half of the targeted recipients of a specific email send job successfully received the email. One of the targeted recipients notifies Cloud Kicks that they did not receive the email.

After checking the Subscriber Status, which All Subscriber List field should the associate check next?

- A. Unsubscribe Reason
- **B. Subscriber Key**

- C. Date Unsubscribed

Answer: B

Explanation:

After checking the Subscriber Status, the associate should check the Subscriber Key next. The Subscriber Key is a unique identifier for each subscriber in the All Subscribers list, which can help identify issues related to a specific recipient's email delivery. It is especially useful in troubleshooting scenarios where an email has not been successfully received, as it allows the associate to verify the specific subscriber's record and investigate potential causes for the delivery issue.

NEW QUESTION # 13

The marketing team at Northern Trail Outfitters is exploring helpful features from Salesforce and third parties to assist with their marketing operations.

Which site serves as a marketplace with ready-to-install applications to extend Salesforce products and functionality?

- A. Salesforce Store
- **B. Salesforce AppExchange**
- C. Salesforce Idea Exchange

Answer: B

Explanation:

Salesforce AppExchange serves as the marketplace for ready-to-install applications, components, and extensions that enhance and extend the functionality of Salesforce products, including Marketing Cloud. It offers a wide range of solutions from Salesforce and third-party vendors designed to meet various business needs and operational requirements.

On AppExchange, Northern Trail Outfitters' marketing team can find applications and tools specifically geared towards marketing operations, ranging from advanced analytics and data management to campaign management and customer engagement solutions. These solutions can be seamlessly integrated with their existing Salesforce environment, providing additional capabilities to support and optimize their marketing operations.

References: The Salesforce AppExchange website provides a comprehensive listing and descriptions of available applications, including user reviews and installation requirements, helping customers make informed decisions about extending their Salesforce functionalities.

NEW QUESTION # 14

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement.

Which resource provides knowledge checks and community-centered assets?

- A. Salesforce Help & Training
- B. Knowledge Base
- **C. Trailhead**

Answer: C

Explanation:

Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

NEW QUESTION # 15

A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values.

Which data type is most appropriate for this data?

