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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">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"> • 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"> • 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"> • 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q38-Q43):

NEW QUESTION # 38

Cloud Kicks has a primary data extension that contains the bulk of its subscriber base and is used for weekly promotions. Additionally, when subscribers sign up to be notified about specific products, they are added to the same data extension. Which step should the marketing associate take to ensure subscribers receive only one copy of the weekly email as intended?

- **A. Ensure the box is checked for de-duplicate by email address.**
- B. Create a filtered data extension to remove duplicate products.
- C. Run an automation that removes duplicate subscribers at send time.

Answer: A

Explanation:

To ensure subscribers receive only one copy of the weekly email as intended, even if they are added to the primary data extension for multiple product notifications, the marketing associate should ensure that the option to de-duplicate by email address is selected during the email send process. This feature checks for and removes any duplicate email addresses within the send list, ensuring each subscriber receives only one copy of the email, regardless of how many times their email address appears in the data extension.

NEW QUESTION # 39

What is used to identify unique member records?

- A. Foreign Key
- B. Primary Key
- **C. Subscriber Key**

Answer: C

Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.

References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 40

DreamHouse Realty (DR) has created a journey that sends an email to contacts with new properties for sale in the recipient's area of interest.

How should DR ensure a contact is only receiving emails specific to their area of interest?

- **A. Use decision splits to separate the audience based on location.**
- B. Create a Journey for each location.
- C. Send the entire journey to available contacts.

Answer: A

Explanation:

Decision splits in Journey Builder allow DreamHouse Realty to send targeted emails based on contacts' specific areas of interest. By using a decision split based on location, the journey can branch to ensure that each contact receives content relevant to their preferred areas without needing separate journeys for each location.

* Advantages of Decision Splits: This approach keeps the journey streamlined and ensures relevant content delivery based on criteria such as geographic location.

* Salesforce Documentation Reference: See Journey Builder Decision Splits for configuring audience segmentation.

NEW QUESTION # 41

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- A. A Send Classification with honor list-level opt outs checked
- **B. Transactional Send Classification**
- C. Commercial Send Classification

Answer: B

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

NEW QUESTION # 42

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. Contact Builder

- B. CloudPages
- C. Email Studio

Answer: B

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 # 43

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