

# MC-101 Online Praxisprüfung & MC-101 Fragen Und Antworten



BONUS!!! Laden Sie die vollständige Version der Prüfung Frage MC-101 Prüfungsfragen kostenlos herunter:  
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Unser Prüfung Frage setzt sich aus großen Eliteteams zusammen. Wir werden Ihnen die Salesforce MC-101 Zertifizierungsprüfung schnell und genau bieten und zugleich rechtzeitig die Fragen und Antworten zur Salesforce MC-101 Zertifizierungsprüfung erneuern und bearbeiten. Außerdem verschafft unser Prüfung Frage in den Zertifizierungsbranchen große Reputation. Obwohl die Chance für das Bestehen der Salesforce MC-101 Zertifizierungsprüfung sehr gering ist, versprechen der glaubwürdige Prüfung Frage Ihnen, dass Sie diese Prüfung trotz geringer Chance bestehen können.

## Salesforce MC-101 Prüfungsplan:

Thema	Einzelheiten
Thema 1	<ul style="list-style-type: none"> <li>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.</li> </ul>

Thema 2	<ul style="list-style-type: none"> <li>• <b>Reporting and Analytics:</b> 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>
Thema 3	<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>
Thema 4	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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>
Thema 5	<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>

>> MC-101 Online Praxisprüfung <<

## Salesforce MC-101: Salesforce Certified Marketing Cloud Engagement Foundations braindumps PDF & Testking echter Test

Die simulierten Prüfungen zu machen können Ihre Selbstbewusstsein erstarben. Mit der Simulations-Software Testing Engine von unserer Salesforce MC-101 können Sie die realistische Atmosphäre dieser Prüfung erfahren. Diese Erfahrungen sind sehr wichtig für Sie bei der späteren echten Salesforce MC-101 Prüfung. Neben Salesforce MC-101 haben wir auch viele andere IT-Prüfungsunterlagen geforscht. Diese Prüfungshilfe können Sie auf unserer Webseite finden. Wenn Sie irgend bezügliche Fragen haben, können Sie einfach mit unserem 24/7 online Kundendienst Personal kommunizieren.

### Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Prüfungsfragen mit Lösungen (Q13-Q18):

#### 13. Frage

Northern Trail Outfitters wants to ensure its subscribers receive communications that best fit their needs and wants. Which options allow for a subscriber to opt-out within Marketing Cloud Engagement?

- A. Global Unsubscribe, Universal Unsubscribe, Data Extension Unsubscribe
- B. State Level Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe
- C. Global Unsubscribe, Universal Unsubscribe, List-Level Unsubscribe

**Antwort: A**

**Begründung:**

In Salesforce Marketing Cloud Engagement, there are several mechanisms through which a subscriber can opt- out or unsubscribe from receiving communications, ensuring that communications are aligned with their preferences and needs. The options include:

\* **Global Unsubscribe:** When a subscriber chooses to globally unsubscribe, they are opting out of all communications from the organization across all channels within Marketing Cloud. This is a comprehensive opt-out option that affects all marketing lists and data extensions associated with the subscriber.

\* **Universal Unsubscribe:** Similar to the global unsubscribe, a universal unsubscribe impacts the subscriber's status across multiple channels and lists, ensuring they do not receive unwanted communications from the organization.

\* **Data Extension Unsubscribe:** This option allows subscribers to unsubscribe from specific communications tied to a particular data extension without affecting their subscription status in other lists or data extensions. This granularity enables subscribers to tailor their

communication preferences more precisely.

These unsubscribe options are part of Salesforce Marketing Cloud's commitment to respecting subscriber preferences and adhering to best practices in email marketing and communications.

References: Salesforce Marketing Cloud documentation provides detailed explanations of different unsubscribe mechanisms, highlighting their functionalities and best practices for managing subscriber preferences and compliance.

#### 14. Frage

Cloud Kicks recently sent a flash sale email to a data extension containing 1,300 subscribers. The email tracking report shows the email was only sent to 950 subscribers.

What caused the discrepancy?

- A. An exclusion list was applied at send time.
- B. The data extension was not marked as sendable.
- C. The personalization string in the email was written incorrectly.

**Antwort: A**

Begründung:

In Salesforce Marketing Cloud, exclusion lists are used to suppress specific contacts from a send. If Cloud Kicks applied an exclusion list, it would prevent certain subscribers from receiving the email, which would explain why only 950 out of 1,300 subscribers received it. The exclusion list may contain subscribers who have opted out, unsubscribed, or were otherwise flagged to be excluded from this particular email.

\* Using Exclusion Lists: Exclusion lists are managed at the send time and are often used for regulatory compliance or to manage email fatigue.

\* Salesforce Documentation Reference: See Exclusion List Management for guidance on how exclusion lists impact email sends.

#### 15. Frage

Northern Trail Outfitters is receiving numerous complaints from subscribers that they are unable to find a newsletter they signed up for. Tracking information is indicating the email server rejected the email.

Which status describes the issue?

- A. Unsubscribed
- B. Bounce
- C. Held

**Antwort: B**

Begründung:

The Bounce status describes the issue when subscribers complain about not receiving a newsletter they signed up for, and tracking information indicates the email server rejected the email. A bounced email is one that could not be delivered to the recipient's inbox due to various reasons, such as an incorrect email address, a full inbox, or server issues. The Bounce status helps identify and manage undeliverable email addresses.

#### 16. Frage

A marketing associate needs to import a CSV file into a data extension.

Which delimiter should the associate select to correctly import this file type?

- A. Tab
- B. Comma
- C. Pipe

**Antwort: B**

Begründung:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.

When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data

extension.

### 17. Frage

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

**Antwort: A**

Begründung:

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.

### 18. Frage

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Die neuesten Schulungsunterlagen zur Salesforce MC-101 (Salesforce Certified Marketing Cloud Engagement Foundations) Zertifizierungsprüfung von PrüfungFrage sind von den Expertenteams bearbeitet, die vielen beim Verwirklichen ihres Traums verhelfen. In der konkurrenzfähigen Gesellschaft muss man die Fachleute seine eigenen Kenntnisse und Technikniveau unter Beweis stellen, um seine Position zu verstärken. Durch die Salesforce MC-101 Zertifizierungsprüfung kann man seine Fähigkeiten beweisen. Mit dem Salesforce MC-101 Zertifikat werden große Veränderungen in Ihrer Arbeit stattfinden. Ihr Gehalt wird erhöht und Sie werden sicher befördert.

**MC-101 Fragen Und Antworten:** <https://www.pruefungfrage.de/MC-101-dumps-deutsch.html>

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