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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q26-Q31):

NEW QUESTION # 26
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

Answer: B

Explanation:
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.

NEW QUESTION # 27
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 AppExchange
- B. Salesforce Idea Exchange
- C. Salesforce Store

Answer: A

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 # 28
Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.
How should the marketing associate accomplish this?

- A. Create a random data extension and suppress gold tier members from the customer base data extension.
- B. Use a data extension that includes only tiered members that opened the previous email.
- C. Use the customer base data extension as the target and the gold tier data extension as excluded.

Answer: C

Explanation:
To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.
This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.
References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 29
A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.
Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Rename the file to "products.xml".
- B. Use Automation Studio to create a File Transfer activity.
- C. Create the target data extension in Marketing Cloud.

Answer: C

Explanation:
Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.

* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.
* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 30
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.
- B. Create a new journey version.
- C. Copy the existing journey.

Answer: B

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 # 31
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