Exam MC-101 Introduction | MC-101 Certification Torrent

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 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	• 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	• 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	• 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.

MC-101 Certification Torrent & MC-101 Preparation

Prep4sures also offers Salesforce MC-101 desktop practice exam software which is accessible without any internet connection after the verification of the required license. This software is very beneficial for all those applicants who want to prepare in a scenario which is similar to the Salesforce Certified Marketing Cloud Engagement Foundations real examination.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q112-Q117):

NEW QUESTION # 112
A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).
Which data extension should the associate use?

- A. Filtered Data Extension
- B. Random Data Extension
- C. Standard Data Extension

Answer: A

Explanation:
A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

NEW QUESTION # 113
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. Run an automation that removes duplicate subscribers at send time.
- B. Create a filtered data extension to remove duplicate products.
- C. Ensure the box is checked for de-duplicate by email address.

Answer: C

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 # 114
A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.
Which method should the associate use to send the email?

- A. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.
- B. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- C. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.

Answer: C

Explanation:
To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

NEW QUESTION # 115
A marketing associate at Cloud Kicks is creating a data extension for sending order confirmation emails to clients from a journey.
The data extension has three ID fields: Order ID, Product ID, and Subscriber ID.
Which ID should the associate use in the Send Relationship section of the data extension?

- A. Subscriber ID
- B. Product ID
- C. Order ID

Answer: A

Explanation:
In the Send Relationship section of a data extension, the Subscriber ID should be used as it links the data extension to the subscribers within Salesforce Marketing Cloud. This ensures that the email is sent to the correct subscriber by matching the Subscriber ID with the unique identifier in the Marketing Cloud subscriber list.
* Importance of Subscriber ID: This ID is essential for tracking and linking interactions, and ensuring that each email is accurately associated with the correct recipient within the journey.
* Salesforce Documentation Reference: For more information on Send Relationships, see Setting Up Sendable Data Extensions.

NEW QUESTION # 116
Cloud Kicks wants to review its bounces for a send.
Which feature should an associate use to view the bounce information?

- A. Bounce Mail Management
- B. Einstein Engagement Scoring
- C. Email Studio Send Tracking

Answer: C

Explanation:
Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.
* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.
* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 117

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