

# Searching The Reliable MC-101 Exam Registration, Passed Half of Salesforce Certified Marketing Cloud Engagement Foundations



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 5	<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>

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### **Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q108-Q113):**

#### **NEW QUESTION # 108**

The marketing team at Northern Trail Outfitters wants to include a subscriber's local weather conditions in the subject line of their email campaigns. This information is stored in the data extension used for sending. Which feature should an associate utilize?

- A. Filter Activity
- **B. Personalization Strings**
- C. Decision Splits

**Answer: B**

Explanation:

Personalization strings in Salesforce Marketing Cloud are used to dynamically insert content, such as subscriber-specific data, into emails. For including a subscriber's local weather conditions in the subject line of email campaigns, personalization strings can be utilized to reference the relevant data stored in the data extension used for sending the email. This allows each email subject line to be customized with the specific weather conditions relevant to each subscriber, enhancing the personalization and relevance of the campaign.

#### **NEW QUESTION # 109**

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used. Which functionality should a marketing associate utilize?

- **A. Delivery Profile**
- B. Security Settings
- C. Sender Profile

**Answer: A**

Explanation:

When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which can be important for maintaining sender reputation and deliverability.

#### **NEW QUESTION # 110**

A Cloud Kicks associate is tasked with evenly distributing a large number of subscribers from a single data extension into five new equally distributed data extensions.

Which method should the associate use to accomplish this?

- A. Use five data filters to create five data extensions with an equal distribution of subscribers.
- B. Manually create five new data extensions and use Automation Studio to evenly distribute subscribers.
- **C. Use the Random Data Extension to create five new data extensions with an equal distribution of subscribers.**

**Answer: C**

Explanation:

The Random Data Extension feature in Salesforce Marketing Cloud allows users to split a large group of subscribers into smaller, equally distributed segments. By using this feature, the associate can create five new data extensions with a balanced and random distribution of subscribers from the original data extension.

\* Advantages of Using Random Data Extension: It automatically and evenly splits the list without manual effort, saving time and ensuring an even distribution.

\* Salesforce Documentation Reference: For guidance on Random Data Extensions, refer to Data Extension Split Methods.

#### NEW QUESTION # 111

A marketing associate needs to select a content block within Content Builder for an email template with the following requirements:

\* There are two separate content versions available.

\* The two content versions will need to be evaluated on performance.

\* The two content versions will need to be contained into one content block.

Which content block should the associate use?

- A. HTML Content
- **B. A/B Test Content**
- C. Dynamic Content

**Answer: B**

Explanation:

For an email template that requires two separate content versions to be evaluated on performance within a single content block, the associate should use an A/B Test Content block in Content Builder. This feature allows for the creation of two variations of content within the same block, with the system automatically splitting the audience to receive either version A or B. Performance metrics can then be analyzed to determine which version performed better, enabling data-driven decisions for future content strategies.

#### NEW QUESTION # 112

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.

When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Utilize transactional send classification.
- B. Disable Auto-suppression list.
- **C. Ensure deduplication is not selected,**

**Answer: C**

Explanation:

To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.

\* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.

\* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

#### NEW QUESTION # 113

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