

Reliable Valid MC-101 Mock Test | Amazing Pass Rate For MC-101 Exam | Trustable MC-101: 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">• 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 2	<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.

Topic 3	<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 4	<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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q47-Q52):

NEW QUESTION # 47

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

Answer: B

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 # 48

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.

Which CAN-SPAM requirement should the associate check for compliance?

- A. Ensure the domain and subdomain of any email addresses match company's web domain.

- B. Only email people who have double opted-in to receive communications.
- **C. Include the organization's physical mailing address in the email.**

Answer: C

Explanation:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.

* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.

* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

NEW QUESTION # 49

A customer complains to Cloud Kicks (CK) that they missed the seasonal sale email alerts. The customer is unsure if they unsubscribed themselves but has not received any emails from CK in the past 6 months.

Where should an associate view the status of the subscriber?

- **A. All Subscribers in Email Studio**
- B. Synchronized Data Extensions in Contact Builder
- C. All Contacts in Contact Builder

Answer: A

Explanation:

The "All Subscribers" list in Email Studio is the centralized location within Salesforce Marketing Cloud where the status of each subscriber is maintained. This list includes details such as the subscriber's email address, status (Active, Unsubscribed, Bounced, etc.), and other relevant subscriber information. If a customer complains about not receiving emails, checking their status in the "All Subscribers" list can provide insights into whether they have unsubscribed or if there is another issue affecting their receipt of communications.

NEW QUESTION # 50

Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.

Which email delivery setting helps control volume to meet these needs?

- A. Transactional Send Classification
- **B. Send Throttling**
- C. Prebuild Burst Sending

Answer: B

Explanation:

Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.

This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."

* How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.

* Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see Send Throttling Documentation.

NEW QUESTION # 51

The marketing manager at Cloud Kicks would like a report on the return on investment (ROI) across a series of marketing campaigns.

The ROI is being calculated using metrics stored on custom data extensions.

Which functionality should be used?

- **A. Journey Analytics Dashboard**

- B. Intelligence Reports
- C. Tracking Reports

Answer: B

Explanation:

Intelligence Reports (formerly known as Datorama Reports) are designed for advanced analytics within Salesforce Marketing Cloud. This tool is ideal for calculating ROI across campaigns, as it can integrate data from custom data extensions and provides robust reporting capabilities, including custom metrics and performance analysis.

* Why Intelligence Reports Are Ideal for ROI: They offer detailed and customizable reporting capabilities, which are essential for calculating metrics like ROI that require data from multiple sources.

* Salesforce Documentation Reference: See the Intelligence Reports Overview for details on setting up and using Intelligence Reports.

NEW QUESTION # 52

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