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Salesforce MC-101 Exam Syllabus Topics:

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

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q86-Q91):

NEW QUESTION # 86

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add only
- **B. Add and update**
- C. Overwrite

Answer: B

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

NEW QUESTION # 87

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.

Which type of content should the associate use?

- A. Mobile Push Page
- **B. Landing Page**
- C. Interactive Code Resource

Answer: B

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

NEW QUESTION # 88

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 # 89

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

- **A. Contact Key**
- B. API Key
- C. Primary Key

Answer: A

Explanation:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

References: Salesforce Marketing Cloud documentation on Contact Management clearly outlines the role and importance of the Contact Key in managing customer profiles and ensuring a unified approach to cross-channel marketing.

NEW QUESTION # 90

Northern Trail Outfitters (NTO) decided to expand into guided outdoor tours. NTO announced this new division to its customers and encouraged them to opt-in for content regarding tours. The response was low, so NTO has continued to send tour content to its clothing audience regularly.

Why does this behavior put NTO's email sending reputation at risk?

- A. Spam filters used by email service providers are aware of subscriber's opt-in topic areas.
- **B. Unsolicited and unwanted email typically results in lower engagement and increased complaints.**
- C. Implementing an address book strategy impacts deliverability on email campaigns.

Answer: B

Explanation:

Continuing to send content on tours to a segment that has not opted-in for it can lead to increased complaints and low engagement. This behavior can harm Northern Trail Outfitters' sending reputation, as unsolicited emails often result in negative interactions, including unsubscribes and spam complaints.

* Why This Puts Sending Reputation at Risk: Sending irrelevant content violates email marketing best practices, increasing the likelihood of emails being flagged as spam, which can decrease overall deliverability.

* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud Deliverability Best Practices for insights on how sending unwanted content can impact deliverability.

NEW QUESTION # 91

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