

# MC-101 Dumps Vce - MC-101 Reliable Exam Braindumps



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Desktop Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) practice exam software also keeps track of the earlier attempted MC-101 practice test so you can know mistakes and overcome them at each and every step. The Desktop MC-101 Practice Exam software is created and updated in a timely by a team of experts in this field. If any problem arises, a support team is there to fix the issue.

## Salesforce MC-101 Exam Syllabus Topics:

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

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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q70-Q75):

### NEW QUESTION # 70

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Enhance address book utilization.
- B. Receive better Inbox placement.
- C. Easily differentiate the new publication.

**Answer: C**

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

\* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

\* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

### NEW QUESTION # 71

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- B. Sell the information to other companies for marketing purposes.
- C. Contact the client in order to keep their personal data up to date.

**Answer: C**

Explanation:

Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to

date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

### NEW QUESTION # 72

What should a marketing associate use to identify a unique contact across various channels?

- A. Email Address
- **B. Contact Key**
- C. Mobile Number

**Answer: B**

Explanation:

A unique contact across various channels in Marketing Cloud is identified using the Contact Key. The Contact Key is a unique identifier assigned to each contact in the system, allowing for consistent identification of an individual across different channels and interactions within Marketing Cloud. This ensures a unified view of the contact's engagement and interactions, facilitating cross-channel marketing strategies and personalized customer journeys.

### NEW QUESTION # 73

Cloud Kicks is participating in an event partnering with athletic leagues and other sports retailers. The marketing team would like to collect consent to email attendees after the event.

What is the best practice to collect consent?

- A. Email everyone from the attendance list.
- **B. Provide a digital form or QR code at the booth.**
- C. Obtain handwritten submissions at the booth.

**Answer: B**

Explanation:

The best practice for collecting consent to email event attendees, particularly in a setting such as an event partnering with athletic leagues and other sports retailers, is to provide a digital form or QR code at the booth.

This approach enables attendees to easily and quickly provide their consent to receive communications, including their email addresses and any other necessary information, directly from their mobile devices.

Using a digital form or QR code not only streamlines the consent collection process but also ensures accuracy and efficiency in capturing attendee information. It also aligns with best practices in data collection and consent management, ensuring that consent is obtained in a clear and unambiguous manner.

References: Best practices in event marketing and consent collection emphasize the importance of making the process as accessible and straightforward as possible for attendees, often recommending digital solutions like forms or QR codes to enhance user experience and compliance.

### NEW QUESTION # 74

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

**Answer: C**

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 # 75

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