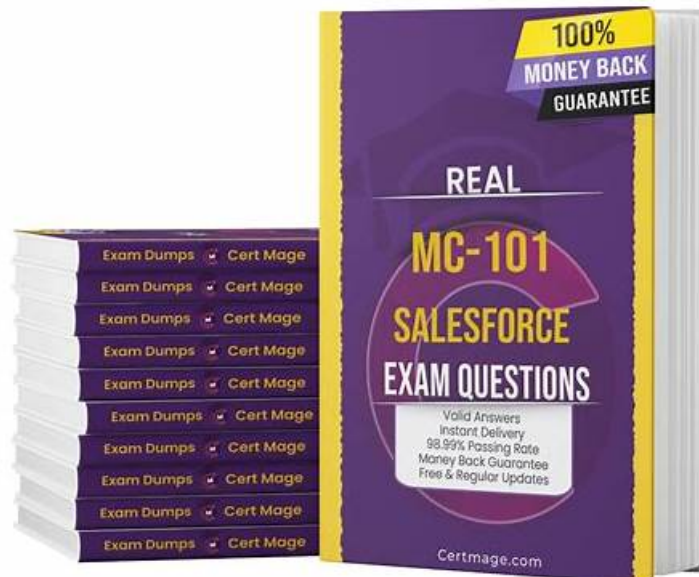


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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 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	• 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q39-Q44):

NEW QUESTION # 39

A marketing associate at Cloud Kicks sends a weekly email campaign about special events to its customers. They want to ensure that customers can opt- out of emails If they no longer want to receive this Information. How should the associate accomplish this?

- A. Have customer log in to their account and update profile.
- B. Provide a postal mailing address as a minimum
- **C. Set up a footer in the email with an unsubscribe link.**

Answer: C

Explanation:

Providing a clear and easy way for recipients to opt-out of receiving future emails is a best practice and a legal requirement under regulations such as CAN-SPAM. Setting up a footer in the email with an unsubscribe link is a standard and effective method to allow recipients to easily remove themselves from future communications. This not only complies with legal requirements but also respects the preferences of the email recipients, potentially improving the sender's reputation and email deliverability.

NEW QUESTION # 40

Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups. Which method helps to minimize bad data?

- A. Smart capture opt-in confirmation
- B. Mobile SMS keyword opt-in confirmation
- **C. Double opt-in confirmation**

Answer: C

Explanation:

A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

NEW QUESTION # 41

The marketing team at Cloud Kicks wants to ensure its landing page's branding is consistent with its site, including options to update profile information and unsubscribe from specific lists.

Which asset should the associate create for this experience?

- **A. Custom Preference Center**
- B. Dynamic Content
- C. Account-Level Footers

Answer: A

Explanation:

A Custom Preference Center allows Cloud Kicks to create a branded landing page that lets subscribers manage their preferences, update profile information, and unsubscribe from specific lists. This helps maintain brand consistency and improves user experience by providing control over email preferences.

* Why a Custom Preference Center: It offers flexibility in design and functionality, ensuring a cohesive brand experience that aligns with Cloud Kicks' existing website branding.

* Salesforce Documentation Reference: For more information, refer to [Creating a Custom Preference Center](#).

NEW QUESTION # 42

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- A. Intelligence Reports
- **B. Marketing Cloud Engagement Reports**
- C. Email Studio Send Tracking

Answer: B

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

NEW QUESTION # 43

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. A/B Test Content Block
- **B. Dynamic Content Block**
- C. Reference Content Block

Answer: B

Explanation:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

NEW QUESTION # 44

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