

# 100% Pass Quiz 2026 MC-101: Newest Salesforce Certified Marketing Cloud Engagement Foundations Interactive Course



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You don't have to install excessive plugins or software to attempt this Salesforce MC-101 practice test. This version of MC-101 practice exam is supported by these operating systems: Windows, Mac, iOS, Linux, and Android. It is a customizable Salesforce MC-101 Practice Exam. It means takers can change its duration and MC-101 practice test question numbers. The actual Salesforce MC-101 exam environment that the practice exam creates is beneficial to counter Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) exam anxiety.

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### Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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>• 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>

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q102-Q107):

### NEW QUESTION # 102

A marketing associate wants to ensure that valid and clean data is being captured in a data extension. What should help promote good data quality?

- A. Data Retention Policies
- B. Proper data types on each field
- C. Default values on each field

**Answer: B**

Explanation:

Using proper data types on each field in a data extension helps ensure that only valid data is entered and stored. Defining specific data types (e.g., Text, Number, Date) enforces data validation, which reduces the risk of errors and improves overall data quality. By setting appropriate data types, data integrity is maintained, and downstream processes can operate more effectively.

\* Why Proper Data Types Matter: They help prevent input errors and ensure data consistency, making data extensions more reliable for segmentation, personalization, and reporting.

\* Salesforce Documentation Reference: Check Data Extension Field Types for guidelines on selecting proper data types for data extension fields.

### NEW QUESTION # 103

Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.

Which Journey Builder activity should NTO use to help create a segment of those subscribers?

- A. Decision Split
- B. Engagement Split
- C. Random Split

**Answer: B**

Explanation:

To send a special message to subscribers who have interacted with its email messages within the same journey, Northern Trail Outfitters should use an Engagement Split in Journey Builder. The Engagement Split activity allows for the segmentation of subscribers based on their interactions with previous emails, such as opens or clicks. This enables the creation of a targeted segment of engaged subscribers to whom the special message can be sent, enhancing the relevance and effectiveness of the communication.

### NEW QUESTION # 104

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.

How should an associate test if these emails are rendering properly before sending them out?

- **A. Subscriber Preview**
- B. Einstein Content Testing
- C. Journey Builder System Optimization

**Answer: A**

Explanation:

To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.

This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.

References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

### NEW QUESTION # 105

The marketing team at Cloud Kicks needs to ensure a subscriber has the right to erasure, also known as the right to be forgotten. Which data privacy policy does this fall under?

- **A. GDPR**
- B. HIPPA
- C. CAN-SPAM

**Answer: A**

Explanation:

The right to erasure, also known as the right to be forgotten, falls under the General Data Protection Regulation (GDPR). This provision allows individuals to request the deletion or removal of personal data when there is no compelling reason for its continued processing by the business. This right is particularly relevant in the context of digital data and is intended to offer individuals greater control over their personal information in the digital environment.

The GDPR mandates that organizations must comply with such requests under certain conditions, thereby strengthening data privacy and protection for individuals within the European Union and the European Economic Area.

References: The GDPR text provides clear guidelines on the right to erasure, specifying the conditions under which individuals can exercise this right and the obligations of businesses to comply with these requests.

### NEW QUESTION # 106

The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.

Which feature should the associate use?

- **A. CloudPages**
- B. Contact Builder
- C. Email Studio

**Answer: A**

Explanation:

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.

Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt-in for SMS, ensuring compliance with consent regulations.

\* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing

Cloud, and Smart Capture enables easy integration with data extensions.

\* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

## NEW QUESTION # 107

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We learned that a majority of the candidates for the MC-101 exam are office workers or students who are occupied with a lot of things, and do not have plenty of time to prepare for the MC-101 exam. Taking this into consideration, we have tried to improve the quality of our MC-101 Training Materials for all our worth. Now, I am proud to tell you that our MC-101 study dumps are definitely the best choice for those who have been yearning for success but without enough time to put into it.

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