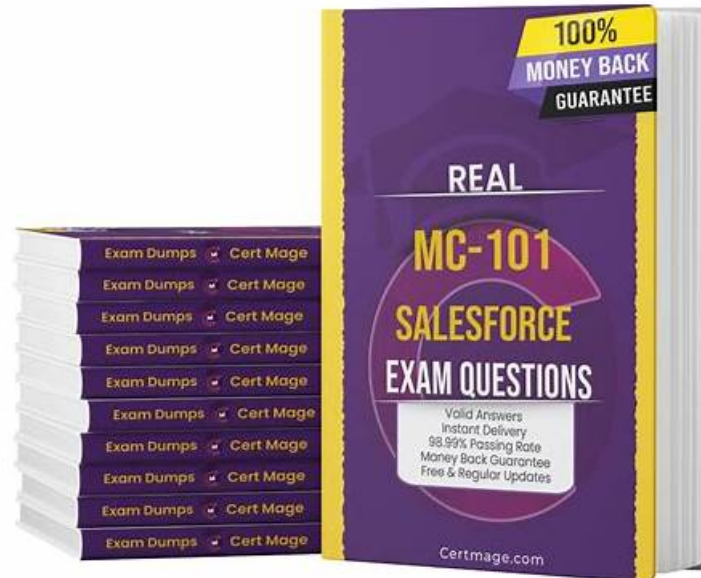


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Salesforce MC-101 Exam Syllabus Topics:

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">• 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 3	<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 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">• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q17-Q22):

NEW QUESTION # 17

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is NOT required in the file being imported.
- B. The field is required but can have blank values.
- C. The field only accepts true or false values.

Answer: A

Explanation:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as not all data fields may be relevant or available for every record being imported into the data extension.

NEW QUESTION # 18

Northern Trail Outfitters has a product recall and needs to send a dedicated email for each individual product with a serial number in the recall.

When sending to the targeted audience in a data extension, which configuration option should an associate utilize to ensure that a subscriber who purchased multiple products receives an email for each product?

- A. Disable Auto-suppression list.
- B. Utilize transactional send classification.
- **C. Ensure deduplication is not selected,**

Answer: C

Explanation:

To ensure that a subscriber who purchased multiple recalled products receives an email for each product, deduplication should not be selected. This allows Salesforce Marketing Cloud to send multiple emails to the same subscriber based on each unique product in the recall list.

* Why Avoid Deduplication: Deduplication limits each subscriber to a single email per send. Disabling it allows subscribers to receive distinct emails for each product they own.

* Salesforce Documentation Reference: For details, refer to Deduplication Settings.

NEW QUESTION # 19

Management at Northern Trail Outfitters wants to run a new campaign and has asked the marketing associate to prepare a data extension. Some fields match a previous data extension, but some need to be added.

How should the marketing associate create the data extension?

- **A. Copy the data extension from the original campaign and modify the fields.**
- B. Directly modify the existing data extension and save with a new name.
- C. Export the data, add fields externally, and import it back into the original data extension.

Answer: A

Explanation:

To prepare a data extension for a new campaign that has some fields matching a previous data extension but also requires additional fields, the marketing associate should copy the data extension from the original campaign and then modify the fields as needed. This approach allows the associate to retain the structure and settings of the original data extension while making necessary adjustments for the new campaign, ensuring efficiency and consistency in data management practices.

NEW QUESTION # 20

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Einstein Engagement Scoring
- B. Bounce Mail Management
- **C. Email Studio Send Tracking**

Answer: C

Explanation:

Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.

* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.

* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 21

A marketing associate needs to import a CSV file into a data extension.

Which delimiter should the associate select to correctly import this file type?

- A. Pipe
- B. Tab
- C. Comma

Answer: C

Explanation:

For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.

When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

NEW QUESTION # 22

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