

MC-101 Vorbereitung, MC-101 Schulungsunterlagen



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Wollen Sie durch die Salesforce MC-101 Zertifizierungsprüfung Ihre Position in der heutigen konkurrenzfähigen IT-Branche und Ihre beruflichen Fähigkeiten verstärken? Dann müssen Sie mit breiten fachlichen Kenntnissen ausgerüstet sein. Und es ist nicht so einfach, die Salesforce MC-101 Zertifizierungsprüfung zu bestehen. Vielleicht ist die Salesforce MC-101 Zertifizierungsprüfung ein Sprungbrett, um im IT-Bereich befördert zu werden. Aber man braucht doch nicht, sich mit so viel Zeit und Energie für die Prüfung verwenden. Sie können unsere Pass4Test Produkte wählen, die speziellen Schulungsunterlagen für die IT-Zertifizierungsprüfungen bieten.

Salesforce MC-101 Prüfungsplan:

Thema	Einzelheiten
Thema 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.
Thema 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.

Thema 3	<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.
Thema 4	<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.
Thema 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.

>> MC-101 Vorbereitung <<

MC-101 Schulungsunterlagen - MC-101 Tests

Um Sie unbesorgter online Salesforce MC-101 Prüfungsunterlagen bezahlen zu lassen, wenden wir Paypal und andere gesicherte Zahlungsmittel an, um Ihre Zahlungssicherheit zu garantieren. Nach der Zahlung dürfen Sie gleich die Salesforce MC-101 Prüfungsunterlagen herunterladen. Außerdem wenn die Salesforce MC-101 Prüfungsunterlagen aktualisiert haben, werden unsere System Ihnen automatisch Bescheid geben. Pass4Test auszuwählen bedeutet, dass den Dienst mit anspruchsvolle Qualität auswählen.

Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Prüfungsfragen mit Lösungen (Q114-Q119):

114. Frage

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey.

Which Journey Builder feature supports this subject line test?

- **A. A/B Test**
- B. Path Optimizer
- C. Decision Split

Antwort: A

Begründung:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

115. Frage

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended. Which metric should the associate review to get more information?

- A. Click Rate
- **B. Bounce Rate**
- C. Open Rate

Antwort: B

Begründung:

Bounce Rate is the metric that indicates the number of emails that were not successfully delivered to subscribers. By reviewing bounce rates, Northern Trail Outfitters can gain insights into deliverability issues, such as invalid email addresses or blocks from email providers, and take corrective actions.

* Why Bounce Rate is Critical: High bounce rates can impact email deliverability and sender reputation, making it essential to monitor this metric closely.

* Salesforce Documentation Reference: For further information, refer to Email Deliverability and Bounce Rates.

116. Frage

Management at Cloud Kicks (CK) requests a campaign to grow its audience base. CK needs to ensure the captured emails are sent to the intended and confirmed recipients worldwide.

What should the associate use to satisfy the request?

- A. Single opt-in
- B. Service calls opt-in
- C. Double opt-in

Antwort: C

Begründung:

To ensure emails are sent to the intended and confirmed recipients, a double opt-in process is recommended, especially for global audiences. This process requires subscribers to confirm their email address by clicking a link sent in an initial confirmation email, reducing the risk of invalid or mistyped email addresses and enhancing compliance with global data privacy laws.

* Advantages of Double Opt-In: It confirms that the subscriber genuinely wants to receive communications, reducing spam complaints and improving list quality.

* Salesforce Documentation Reference: See Opt-In Best Practices for details on how double opt-in supports global compliance.

117. Frage

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By establishing a dedicated business unit for shared Items
- B. By individually assigning access permissions to users
- C. By storing items they want to share in a shared folder

Antwort: C

Begründung:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

118. Frage

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. Email Studio Send Tracking
- C. Bounce Mail Management

Antwort: B

