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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> <li>• <b>Email Sending and Journeys:</b> 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>• <b>Marketing Concepts:</b> 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>• <b>Data Management:</b> 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>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Reporting and Analytics:</b> 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 5	<ul style="list-style-type: none"> <li>• <b>Marketing Cloud Engagement Basics:</b> 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>

## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q100-Q105):

### NEW QUESTION # 100

A marketing associate has a list of contacts that needs to be imported into a data extension from a text file.

Which type of data extension should the associate use to complete this task?

- **A. Standard data extension**
- B. Random data extension
- C. Filtered data extension

**Answer: A**

Explanation:

When a marketing associate needs to import a list of contacts from a text file into Salesforce Marketing Cloud, the most suitable type of data extension to use is a Standard Data Extension. Standard Data Extensions are versatile and can easily accommodate data imported from various sources, including text files. They allow for the creation of custom fields that can match the structure of the imported data, ensuring that all relevant information from the text file is accurately captured and stored within Marketing Cloud. Standard Data Extensions are designed for scenarios where data needs to be imported and stored for segmentation, targeting, and personalization within marketing campaigns. They provide the flexibility to define the schema that matches the imported data and are the foundational element for managing customer data within the platform.

References: Salesforce Marketing Cloud documentation on data extensions provides comprehensive details on how to create and manage Standard Data Extensions, including the import of data from external sources like text files.

### NEW QUESTION # 101

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Customers had previously unsubscribed from All Subscribers.
- B. Email addresses have been flagged by List Detective.
- **C. Email addresses no longer exist with the service provider.**

**Answer: C**

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

### NEW QUESTION # 102

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Mandating subscribers to provide a reason for opting out before allowing them to unsubscribe
- **B. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe**
- C. Requiring the subscriber to complete a survey before allowing them to unsubscribe

**Answer: B**

Explanation:

One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

### NEW QUESTION # 103

Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.

Which setting in the email send flow controls this?

- A. From Address Management
- B. Delivery Profile
- **C. Sender Profile**

**Answer: C**

Explanation:

In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.

By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.

References: Salesforce Marketing Cloud documentation on email sending configurations provides detailed guidance on setting up and using Sender Profiles, including how to incorporate dynamic content and scripts to personalize sender information.

### NEW QUESTION # 104

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 # 105

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