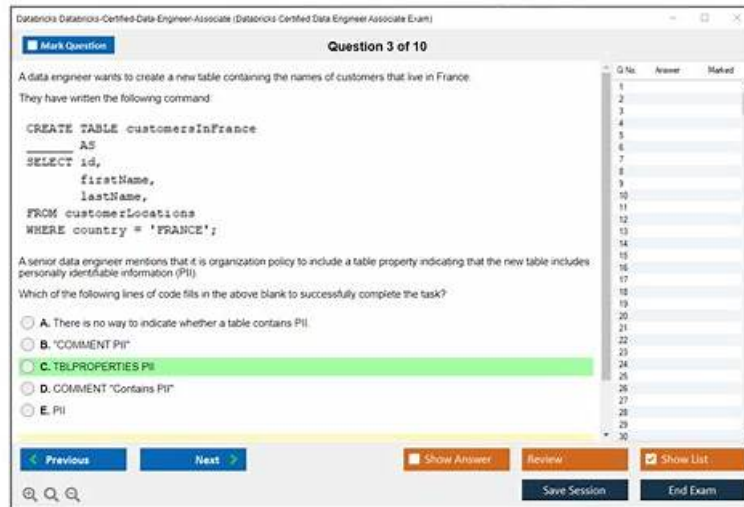# MC-101 Latest Test Simulator - Certified MC-101 Questions

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 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.

MC-101 Pass-Sure Materials: Salesforce Certified Marketing Cloud Engagement Foundations - MC-101 Actual Test & MC-101 Test Torrent

The Salesforce MC-101 Certification is a valuable certificate that is designed to advance the professional career. With the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam seasonal professionals and beginners get an opportunity to demonstrate their expertise. The Salesforce Certified Marketing Cloud Engagement Foundations certification exam recognizes successful candidates in the market and provides solid proof of their expertise.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q103-Q108):

NEW QUESTION # 103
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 # 104
Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.
Which of the following is considered best practice regarding unsolicited emails?

- A. Capture explicit consent from users.
- B. Ensure transactional message subject lines are promotional.
- C. Make sure that subject lines are ambiguous and general.

Answer: A

Explanation:
In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in

mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.

References: Best practices and regulatory compliance guidelines, such as those outlined in GDPR and other email marketing regulations, emphasize the importance of explicit consent in building a healthy email list and maintaining positive engagement with recipients.

NEW QUESTION # 105

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder.

However, when defining the entry source, the specific data extension was not found.

How should the associate troubleshoot this issue?

- A. Ensure a data retention setting is enabled.
- B. Ensure the data extension is testable.
- C. Ensure the data extension is sendable.

Answer: C

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.

References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

NEW QUESTION # 106

What is used to identify unique member records?

- A. Foreign Key
- B. Primary Key
- C. Subscriber Key

Answer: C

Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.

References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 107

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- B. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to

send out the email.
- C. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.

Answer: C

Explanation:
To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

NEW QUESTION # 108

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