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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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 4	<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 5	<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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q89-Q94):

NEW QUESTION # 89

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- A. Easily differentiate the new publication.
- B. Enhance address book utilization.
- C. Receive better Inbox placement.

Answer: A

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

NEW QUESTION # 90

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used.

Which functionality should a marketing associate utilize?

- A. Delivery Profile
- B. Security Settings
- C. Sender Profile

Answer: A

Explanation:

When Northern Trail Outfitters needs to designate which IP address should be used for email sending among multiple IP addresses, the marketing associate should utilize the Delivery Profile functionality. A Delivery Profile in Salesforce Marketing Cloud includes settings that define how emails are delivered, including the selection of the specific IP address to be used for sending. This ensures that emails are sent from the desired IP address, which can be important for maintaining sender reputation and deliverability.

NEW QUESTION # 91

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

Answer: A

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 # 92

A marketing associate at Northern Trail Outfitters wants to send the final copy of the email in Content Builder to a group of 25 stakeholders. However, when they try to select the data extension in the Preview and Test section, the data extension is not visible. What is the reason the associate cannot see the data extension?

- A. The associate has insufficient user permissions to perform a test send.
- B. The data extension has the Is Testable flag unchecked.
- C. The data extension is empty and cannot be used for testing.

Answer: B

Explanation:

If a marketing associate at Northern Trail Outfitters is unable to see a data extension in the Preview and Test section when trying to perform a test send of an email in Content Builder, it could be because the data extension has the "Is Testable" flag unchecked. In Salesforce Marketing Cloud, data extensions can be configured with various properties, including the "Is Testable" flag, which determines whether the data extension is available for use in test sends and previews.

If this flag is not enabled for a specific data extension, it will not appear as an option in the Preview and Test section, preventing associates from selecting it for test sends. Enabling this flag on the data extension's properties allows it to be used for testing and previewing email content.

References: Salesforce Marketing Cloud documentation on data extensions provides insights into the properties and configurations of data extensions, including the "Is Testable" flag and its impact on the availability of data extensions for test sends and previews.

NEW QUESTION # 93

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement. Which resource provides knowledge checks and community-centered assets?

- A. Trailhead
- B. Salesforce Help & Training
- C. Knowledge Base

Answer: A

Explanation:

Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

NEW QUESTION # 94

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