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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.
Topic 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.
Topic 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q47-Q52):

NEW QUESTION # 47

Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.

How should the marketing associate accomplish this?

- A. Use a data extension that includes only tiered members that opened the previous email.
- B. Create a random data extension and suppress gold tier members from the customer base data extension.
- **C. Use the customer base data extension as the target and the gold tier data extension as excluded.**

Answer: C

Explanation:

To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.

This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.

References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 48

DreamHouse Realty (DR) is creating a Smart Capture form using CloudPages to capture contacts' preferences. DR has already

created the data extension for the results of the form

Which fields should DR require prior to the form being submitted?

- A. Contact's Name, Email Address, and Mailing Address
- **B. Contact's Name, Email Address, and Communication Opt-In**
- C. Contact's Name, Email Address, Phone Number, and Preferences

Answer: B

Explanation:

When creating a Smart Capture form using CloudPages in Salesforce Marketing Cloud, it's important to focus on fields that are essential for both compliance and personalization. For DreamHouse Realty (DR), requiring only necessary information aligns with best practices, focusing on what's critical for both data utility and user experience.

* Purpose of Required Fields:

* Contact's Name: This is necessary to personalize communications, a best practice for enhancing engagement.

* Email Address: As the primary contact method in email marketing, this field is critical for delivering communications.

* Communication Opt-In: According to data privacy laws and Salesforce Marketing Cloud best practices, it's essential to include an opt-in field to ensure compliance with permission-based marketing regulations (e.g., GDPR, CAN-SPAM). This is a pivotal aspect of responsible marketing and protects DR from potential compliance issues.

* Why Other Options are Not Ideal:

* Phone Number and Preferences: Although valuable for segmentation, they are not necessarily required to capture initial consent and could deter form completion due to the excess information requested.

* Mailing Address: Similar to phone numbers, this may not be essential for initial communication via email and can be collected at a later stage if needed.

* Salesforce Marketing Cloud Documentation References:

* Salesforce Marketing Cloud recommends collecting minimal information upfront to encourage form completion and increase opt-in rates. More details can be gathered progressively through ongoing engagement (reference: Salesforce Help - Smart Capture Forms).

* Explicit opt-in consent fields are often highlighted within Salesforce's guidelines for GDPR compliance and responsible data management practices (reference: Salesforce Compliance - GDPR).

Requiring Contact's Name, Email Address, and Communication Opt-In ensures that DreamHouse Realty collects sufficient information for compliance and personalization without overwhelming the user with unnecessary fields on the initial form.

NEW QUESTION # 49

Cloud Kicks recently sent a flash sale email to a data extension containing 1,300 subscribers. The email tracking report shows the email was only sent to 950 subscribers.

What caused the discrepancy?

- **A. An exclusion list was applied at send time.**
- B. The personalization string in the email was written incorrectly.
- C. The data extension was not marked as sendable.

Answer: A

Explanation:

In Salesforce Marketing Cloud, exclusion lists are used to suppress specific contacts from a send. If Cloud Kicks applied an exclusion list, it would prevent certain subscribers from receiving the email, which would explain why only 950 out of 1,300 subscribers received it. The exclusion list may contain subscribers who have opted out, unsubscribed, or were otherwise flagged to be excluded from this particular email.

* Using Exclusion Lists: Exclusion lists are managed at the send time and are often used for regulatory compliance or to manage email fatigue.

* Salesforce Documentation Reference: See Exclusion List Management for guidance on how exclusion lists impact email sends.

NEW QUESTION # 50

A marketing associate at Cloud Kicks notices that only half of the targeted recipients of a specific email send job successfully received the email. One of the targeted recipients notifies Cloud Kicks that they did not receive the email.

After checking the Subscriber Status, which All Subscriber List field should the associate check next?

- **A. Subscriber Key**
- B. Unsubscribe Reason

- C. Date Unsubscribed

Answer: A

Explanation:

After checking the Subscriber Status, the associate should check the Subscriber Key next. The Subscriber Key is a unique identifier for each subscriber in the All Subscribers list, which can help identify issues related to a specific recipient's email delivery. It is especially useful in troubleshooting scenarios where an email has not been successfully received, as it allows the associate to verify the specific subscriber's record and investigate potential causes for the delivery issue.

NEW QUESTION # 51

The marketing team at Northern Trail Outfitters is exploring how they can make their promotional emails more engaging. Part of this is applying more Personalization Strings and Dynamic Content Blocks.

How should an associate test if these emails are rendering properly before sending them out?

- A. Journey Builder System Optimization
- **B. Subscriber Preview**
- C. Einstein Content Testing

Answer: B

Explanation:

To ensure that promotional emails with Personalization Strings and Dynamic Content Blocks are rendering correctly before sending them out, an associate should utilize the Subscriber Preview feature in Salesforce Marketing Cloud. Subscriber Preview allows marketers to view how an email will appear to a specific subscriber, taking into account personalized content and dynamic elements based on the subscriber's data.

This feature is crucial for testing and validating the appearance and functionality of personalized and dynamic content within emails, ensuring that each recipient receives a well-crafted, personalized experience that renders correctly across different devices and email clients.

References: Salesforce Marketing Cloud documentation on Email Studio and Content Builder includes detailed instructions on using Subscriber Preview, highlighting its role in ensuring accurate rendering and personalization of email content before sending.

NEW QUESTION # 52

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