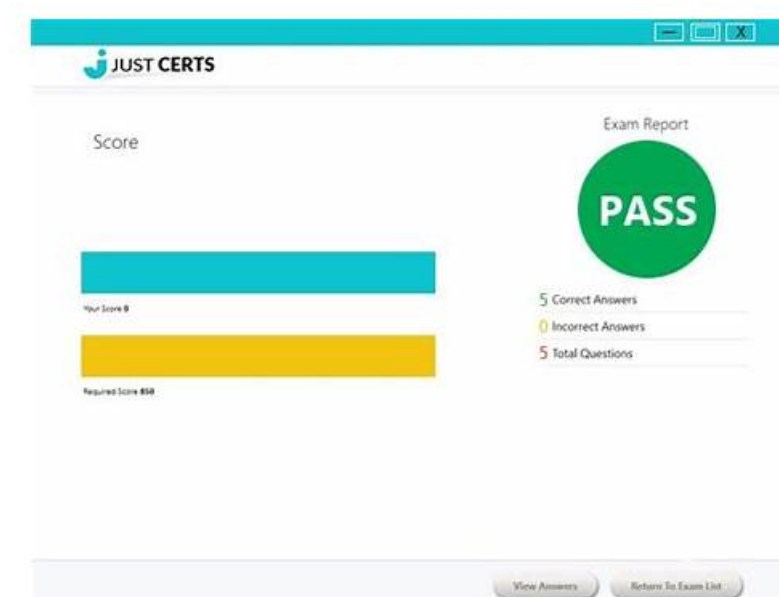


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Salesforce MC-101 Exam Syllabus Topics:

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">• 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 3	<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 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 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.
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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q84-Q89):

NEW QUESTION # 84

The marketing team at Cloud Kicks has identified an audience for their upcoming journey that will refresh daily using a data filter in Automation Studio.

Which entry source should an associate use for the journey?

- A. Data Extension
- B. Salesforce Data Entry Event
- C. Audience

Answer: A

Explanation:

For Cloud Kicks' requirement to refresh an audience daily for an upcoming journey using a data filter in Automation Studio, the most suitable entry source for the journey would be a Data Extension. Data Extensions in Salesforce Marketing Cloud are powerful tools for managing and storing customer data. They can be easily integrated with Automation Studio, where a data filter can be applied to refresh the audience data on a daily basis.

By using a Data Extension as the entry source, the marketing team can ensure that the audience for their journey is dynamically updated based on the criteria set in the data filter. This ensures that the journey is always targeting the most relevant and up-to-date audience segment, thereby increasing the effectiveness of the marketing efforts.

References: Salesforce Marketing Cloud's documentation on Journey Builder and Automation Studio provides detailed insights on how to leverage Data Extensions as entry sources for journeys and how to utilize data filters in Automation Studio to dynamically update these audiences.

NEW QUESTION # 85

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

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

Answer: A

Explanation:

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.

NEW QUESTION # 86

Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to request and modify data as they see fit
- **B. Rights to data access and portability**
- C. Rights to not be forgotten or processed

Answer: B

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 87

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. Standard Data Extension
- B. Random Data Extension
- **C. Filtered Data Extension**

Answer: C

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

NEW QUESTION # 88

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. Obtain handwritten submissions at the booth.
- **B. Provide a digital form or QR code at the booth.**
- C. Email everyone from the attendance list.

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 # 89

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