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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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	• 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q83-Q88):

NEW QUESTION # 83

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process. What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Overwrite
- B. Add and update
- C. Add only

Answer: B

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

NEW QUESTION # 84

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers. Which tools should an associate use to accomplish this?

- **A. Email Studio, Journey Builder**
- B. Marketing Cloud Intelligence, Mobile Studio
- C. Advertising Studio, Social Studio

Answer: A

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

NEW QUESTION # 85

Which setup allows for data extensions to be used by child business units in a Marketing Cloud Engagement account?

- A. Synchronized Data Extensions
- B. Salesforce Data Extensions
- **C. Shared Data Extensions**

Answer: C

Explanation:

Shared Data Extensions in Salesforce Marketing Cloud allow data extensions to be accessible across multiple business units within an account. This setup enables parent and child business units to access and use the same data extensions, facilitating data consistency and shared marketing efforts across the organization.

* Why Not Salesforce or Synchronized Data Extensions: Salesforce Data Extensions are used for CRM data, and Synchronized Data Extensions are for syncing with Salesforce objects. Shared Data Extensions are explicitly designed for sharing data across business units.

* Salesforce Documentation Reference: Refer to Shared Data Extensions for further details.

NEW QUESTION # 86

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. Date Unsubscribed
- B. Unsubscribe Reason
- **C. Subscriber Key**

Answer: C

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 # 87

Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.

In a journey, how should an associate control repeat messages?

- A. Re-Entry Anytime
- **B. Re-Entry only after exiting**
- C. No Re-Entry

Answer: B

Explanation:

To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re-enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.

* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.

* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

NEW QUESTION # 88

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