

Exam MC-101 Labs & Real MC-101 Exam



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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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"> • 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 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 (Q38-Q43):

NEW QUESTION # 38

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

Answer: B

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 # 39

An associate wants to reference additional resources in Marketing Cloud Engagement to troubleshoot an issue.

What should the associate use?

- A. Marketing Cloud Engagement Setup
- **B. Salesforce Help & Training**
- C. Salesforce Trust Site

Answer: B

Explanation:

The Salesforce Help & Training portal provides extensive resources for troubleshooting and learning about Marketing Cloud features. This resource offers guides, best practices, and troubleshooting steps for common issues within Marketing Cloud Engagement.

* Accessing Help & Training: Users can access it directly from the Salesforce platform or through the web, allowing for a comprehensive search across Marketing Cloud documentation and support articles.

* Salesforce Documentation Reference: Check Salesforce Help & Training for assistance with troubleshooting and accessing additional resources.

NEW QUESTION # 40

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Click Rate, Bounce Rate, and Alerts
- **B. Goals, Population, and Alerts**
- C. Unsubscribes, Delivery Rate, and Goals

Answer: B

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

* Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

* Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

* Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

NEW QUESTION # 41

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts and All Subscribers are two separate lists with no overlap.
- B. All Contacts and All Subscribers are included on one list and cannot be separated.
- **C. All Contacts are included on All Subscribers once messaged via email.**

Answer: C

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 42

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

- A. Trailblazer Community
- **B. Salesforce Trust Site**
- C. Salesforce Help & Training

Answer: B

Explanation:

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 43

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