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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">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">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 (Q27-Q32):

NEW QUESTION # 27

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

Answer: B

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 # 28

A marketing associate at Northern Trail Outfitters needs to ensure that its emails to its U.S.-based customers are CAN-SPAM compliant.

Which CAN-SPAM requirement should the associate check for compliance?

- A. Ensure the domain and subdomain of any email addresses match company's web domain.
- **B. Include the organization's physical mailing address in the email.**
- C. Only email people who have double opted-in to receive communications.

Answer: B

Explanation:

One of the core requirements of CAN-SPAM compliance is that every commercial email must include the sender's valid physical postal address. This requirement helps recipients verify the identity of the sender and provides them with a way to reach out if necessary. It also serves as part of the legal framework designed to protect consumers from spam.

* Importance of Physical Address: Including a physical address is mandatory and must be either the business's street address, a post office box, or a private mailbox registered with a commercial mail receiving agency.

* Salesforce Documentation Reference: Refer to CAN-SPAM Compliance in Marketing Cloud for detailed guidelines on including physical addresses.

NEW QUESTION # 29

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. Audience

- B. Salesforce Data Entry Event
- **C. Data Extension**

Answer: C

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 # 30

Northern Trail Outfitters (NTO) wants more insight into website traffic and behavior generated from promotional email campaigns. Which type of tracking should the associate add to links in emails to better understand NTO's site traffic?

- **A. UTM Parameters**
- B. Link Alias
- C. Behavioral Triggers

Answer: A

Explanation:

UTM Parameters are tags added to URLs in emails to track site traffic originating from specific campaigns.

These parameters provide insights into website traffic, user behavior, and the effectiveness of promotional email campaigns by tracking data within Google Analytics or similar platforms.

* Benefits of UTM Parameters: They offer detailed information on traffic sources, helping NTO understand which campaigns drive website visits and conversions.

* Salesforce Documentation Reference: For more on tracking with UTM Parameters, see Using UTM Parameters in Marketing Cloud.

NEW QUESTION # 31

Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement.

Which configuration option should the associate select to ensure this is a transactional send?

- A. Sender Profile
- **B. Send Classification**
- C. Delivery Profile

Answer: B

Explanation:

When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

NEW QUESTION # 32

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