

Brilliant MC-101 Guide Materials: Salesforce Certified Marketing Cloud Engagement Foundations Display First-class Exam Braindumps - VCEPrep



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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">• 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 3	<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 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 (Q100-Q105):

NEW QUESTION # 100

What is used to identify unique member records?

- A. Primary Key
- **B. Subscriber Key**
- C. Foreign Key

Answer: B

Explanation:

In Salesforce Marketing Cloud, the Subscriber Key is used to identify unique member records. The Subscriber Key is a unique identifier for each subscriber in the database, ensuring that each record is distinct. This key is crucial for tracking subscriber interactions and preferences across different channels and campaigns within Marketing Cloud, maintaining a unified view of the subscriber's engagement and history.

The use of a Subscriber Key enables marketers to maintain a consistent subscriber identity, even if other attributes such as email addresses change, ensuring accurate tracking and personalization.

References: Salesforce Marketing Cloud documentation on subscriber management explains the role and importance of the Subscriber Key in identifying and managing unique subscriber records within the platform.

NEW QUESTION # 101

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey.

Which Journey Builder feature supports this subject line test?

- A. Path Optimizer
- **B. Decision Split**

- **C. A/B Test**

Answer: C

Explanation:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

NEW QUESTION # 102

Cloud Kicks (CK) wants to send a monthly digital rewards statement to its program members with their points balance and spending activity. CK wants to avoid customers unsubscribing from these messages so they remain aware of their benefits. CK is also concerned about staying compliant.

Which send configuration setting should be leveraged?

- A. General Send Classification
- **B. Transactional Send Classification**
- C. Commercial Send Classification

Answer: B

Explanation:

For Cloud Kicks' requirement to send a monthly digital rewards statement to program members, which includes points balance and spending activity, the most appropriate send configuration is the Transactional Send Classification. Transactional sends are typically used for messages that are essential for the recipient, such as account statements, purchase confirmations, and password resets. These types of emails are crucial for maintaining an ongoing relationship with customers and are not promotional in nature, thereby reducing the likelihood of unsubscribes.

Furthermore, using a transactional send classification helps in staying compliant with email regulations, such as CAN-SPAM or GDPR, as these communications are considered essential information rather than unsolicited commercial content. By categorizing these messages as transactional, Cloud Kicks ensures that customers receive important account information while minimizing the risk of compliance issues.

References: Salesforce Marketing Cloud documentation provides clear guidelines on different send classifications, outlining the specific use cases for transactional sends and their importance in maintaining customer engagement and regulatory compliance.

NEW QUESTION # 103

An associate is working on an email containing personalized content. It needs to be proofed by a reviewer prior to sending it to the audience.

Using a test data extension, which option should the associate use to meet this requirement?

- A. Execute a Send flow using the test data extension.
- **B. Perform a Subscriber Preview and test send.**
- C. Generate a Preview and send it to the reviewer.

Answer: B

Explanation:

Using the Subscriber Preview and Test Send option is an efficient way to preview personalized content and send it to a reviewer. This allows the associate to view the email as it would appear to a specific subscriber and send the preview version for review before the final send.

* Benefits of Test Send: The Test Send feature allows for testing with specific data from the test data extension and ensures that personalized content renders correctly for review.

* Salesforce Documentation Reference: See Email Studio Test Send for more on performing subscriber previews and test sends.

NEW QUESTION # 104

What should a marketing associate use to identify a unique contact across various channels?

