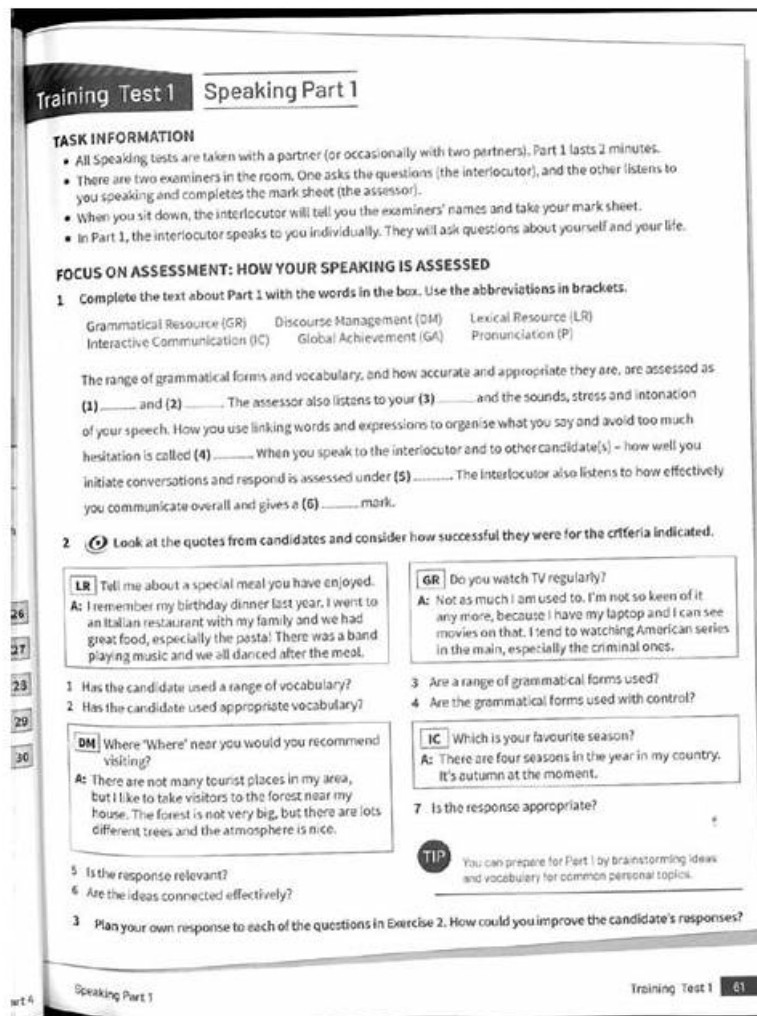


# Exam MC-101 Price | MC-101 Free Study Material



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li><b>Marketing Concepts:</b> 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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li><b>Reporting and Analytics:</b> 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.</li> </ul>

Topic 3	<ul style="list-style-type: none"> <li>• <b>Marketing Cloud Engagement Basics:</b> 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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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.</li> </ul>
Topic 5	<ul style="list-style-type: none"> <li>• <b>Email Sending and Journeys:</b> 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.</li> </ul>

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## Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q13-Q18):

### NEW QUESTION # 13

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- **A. Data Retention Policy**
- B. Send Relationship
- C. Contact Delete

**Answer: A**

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature. This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period. Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

### NEW QUESTION # 14

The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.

Which attribute should an associate use to uniquely identify each family member?

- **A. Subscriber Key**
- B. Full Name
- C. Primary Key

**Answer: A**

Explanation:

In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.

By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.

References: Salesforce Marketing Cloud documentation on Subscriber Management clearly outlines the importance and use of the Subscriber Key for unique identification of subscribers in scenarios where multiple users might share the same contact information, such as an email address.

#### **NEW QUESTION # 15**

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone. What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

- A. Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.
- B. Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.
- **C. Use Roles & Permissions to set modify and delete permissions for key data extensions.**

**Answer: C**

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

#### **NEW QUESTION # 16**

A marketing associate at Cloud Kicks wants to follow specific Marketing Cloud Engagement topics and connect with other users. Which site should the associate use?

- **A. Trailblazer Community**
- B. Trust site
- C. Salesforce+

**Answer: A**

Explanation:

The Trailblazer Community is Salesforce's dedicated community site where Marketing Cloud users can engage with each other, ask questions, and share knowledge on various Salesforce topics. It's an ideal resource for associates who wish to follow specific Marketing Cloud Engagement topics and connect with other users.

\* Why Not Salesforce+ or Trust Site: Salesforce+ is focused on video content, and the Trust site is used for checking system status and availability. The Trailblazer Community is tailored specifically for user collaboration and topic discussions.

\* Salesforce Documentation Reference: Explore the Trailblazer Community for engaging with other Salesforce users.

#### **NEW QUESTION # 17**

Northern Trail Outfitters wants to send first-time customers a welcome email with a coupon immediately after they sign up for a newsletter.

What should an associate use to accomplish this task?

- A. Email Studio
- **B. Automation Studio**
- C. Web Studio

**Answer: B**

#### Explanation:

To send a welcome email with a coupon to first-time customers immediately after they sign up for a newsletter, the associate should use Automation Studio within Salesforce Marketing Cloud. Automation Studio offers a powerful suite of tools for automating marketing and operational tasks, including triggering emails based on specific events or actions, such as a new newsletter sign-up. By setting up a trigger-based automation in Automation Studio, the marketing team can ensure that as soon as a new sign-up is recorded, the welcome email is automatically dispatched. This immediate and personalized response can enhance the customer experience and foster a positive relationship from the outset.

References: Salesforce Marketing Cloud's Automation Studio documentation provides comprehensive guidance on creating and managing automations, including trigger-based email sends, to optimize marketing processes and enhance customer engagement.

#### NEW QUESTION # 18

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