

MC-101 Exam Questions: Salesforce Certified Marketing Cloud Engagement Foundations & MC-101 Exam Preparation



What is the measure of competence? Of course, most companies will judge your level according to the number of qualifications you have obtained. It may not be comprehensive, but passing the qualifying exam is a pretty straightforward way to hire an employer. Our MC-101 Study Materials on the market this recruitment phenomenon, tailored for the user the fast pass the examination method of study, make the need to get a good job have enough leverage to compete with other candidates.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 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">• 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 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.

100% Pass Salesforce Fantastic MC-101 - Salesforce Certified Marketing Cloud Engagement Foundations Exam Syllabus

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q86-Q91):

NEW QUESTION # 86

A sales representative raised a concern that a customer did not receive certain emails that should have been sent as part of the new product purchase journey.

Where should a marketing associate look in Journey Builder to investigate the issue?

- A. Send Logs
- **B. Journey History**
- C. Send Tracking

Answer: B

Explanation:

Journey History in Salesforce Marketing Cloud's Journey Builder provides a record of each contact's journey, including details about which steps they have completed and where any issues might have occurred. By reviewing Journey History, the marketing associate can investigate whether the emails were sent, and if not, identify any errors or skips.

* Benefits of Journey History: It allows for a granular look at each customer's interaction with the journey and can help troubleshoot any issues related to delivery or content processing within the journey.

* Salesforce Documentation Reference: For more information, see Journey Builder History Overview.

NEW QUESTION # 87

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account.

Where should the associate configure this setting in the email send?

- A. Review and Send
- B. Configure Delivery
- **C. Define Properties**

Answer: C

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

NEW QUESTION # 88

According to GDPR principles, what is a company allowed to do after collecting personal data from a client?

- A. Retain client information after the client requests termination of the relationship.
- B. Sell the information to other companies for marketing purposes.
- **C. Contact the client in order to keep their personal data up to date.**

Answer: C

Explanation:

Under GDPR principles, one of the key obligations for companies is to ensure that the personal data they hold is accurate and up to date. Therefore, contacting the client to verify or update their personal data is not only allowed but encouraged under GDPR. This aligns with the GDPR's accuracy principle, which states that personal data should be accurate and, where necessary, kept up to date. It is the responsibility of the data controller to take every reasonable step to ensure that personal data that is inaccurate is either erased or rectified without delay.

NEW QUESTION # 89

What unifies a customer across multiple channels?

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

Answer: C

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

* Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

* Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

NEW QUESTION # 90

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. Random Data Extension
- B. **Filtered Data Extension**
- C. Standard Data Extension

Answer: B

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

NEW QUESTION # 91

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