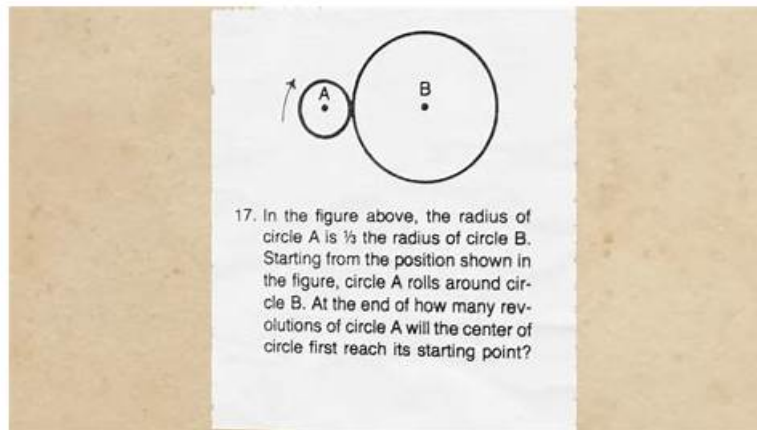


# Guaranteed MC-101 Passing | MC-101 Exam Question



2026 Latest PrepAwayPDF MC-101 PDF Dumps and MC-101 Exam Engine Free Share: <https://drive.google.com/open?id=1wuWKATKqz2vzn7bXoIhCQ5PyGCL4tBmF>

In order to meet the needs of all people, the experts of our company designed such a MC-101 guide torrent that can help you pass your exam successfully. Having our study materials, it will be very easy for you to get the certification in a short time. If you try purchase our study materials, you will find our MC-101 question torrent will be very useful for you. We are confident that you will be attracted to our MC-101 guide question.

## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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>
Topic 2	<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 3	<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 4	<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 5	<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>

## MC-101 Exam Question & Valid MC-101 Test Forum

The Salesforce Questions PDF format can be printed which means you can do a paper study. You can also use the Salesforce MC-101 PDF questions format via smartphones, tablets, and laptops. You can access this Salesforce MC-101 PDF file in libraries and classrooms in your free time so you can prepare for the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam without wasting your time.

### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q16-Q21):

#### NEW QUESTION # 16

Management at Cloud Kicks (CK) requests a campaign to grow its audience base. CK needs to ensure the captured emails are sent to the intended and confirmed recipients worldwide.

What should the associate use to satisfy the request?

- A. Service calls opt-in
- B. Single opt-in
- **C. Double opt-in**

**Answer: C**

Explanation:

To ensure emails are sent to the intended and confirmed recipients, a double opt-in process is recommended, especially for global audiences. This process requires subscribers to confirm their email address by clicking a link sent in an initial confirmation email, reducing the risk of invalid or mistyped email addresses and enhancing compliance with global data privacy laws.

\* Advantages of Double Opt-In: It confirms that the subscriber genuinely wants to receive communications, reducing spam complaints and improving list quality.

\* Salesforce Documentation Reference: See Opt-In Best Practices for details on how double opt-in supports global compliance.

#### NEW QUESTION # 17

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

What should the associate reference?

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

**Answer: A**

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 # 18

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

**Answer: C**

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 # 19**

Cloud Kicks is participating in an event partnering with athletic leagues and other sports retailers. The marketing team would like to collect consent to email attendees after the event.

What is the best practice to collect consent?

- A. Obtain handwritten submissions at the booth.
- **B. Provide a digital form or QR code at the booth.**
- C. Email everyone from the attendance list.

**Answer: B**

Explanation:

The best practice for collecting consent to email event attendees, particularly in a setting such as an event partnering with athletic leagues and other sports retailers, is to provide a digital form or QR code at the booth.

This approach enables attendees to easily and quickly provide their consent to receive communications, including their email addresses and any other necessary information, directly from their mobile devices.

Using a digital form or QR code not only streamlines the consent collection process but also ensures accuracy and efficiency in capturing attendee information. It also aligns with best practices in data collection and consent management, ensuring that consent is obtained in a clear and unambiguous manner.

References: Best practices in event marketing and consent collection emphasize the importance of making the process as accessible and straightforward as possible for attendees, often recommending digital solutions like forms or QR codes to enhance user experience and compliance.

#### **NEW QUESTION # 20**

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet.

What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to customer database.
- **B. Add collected contacts to a double opt-in campaign.**
- C. Add collected contacts to an onboarding journey.

**Answer: B**

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

\* Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

\* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

#### **NEW QUESTION # 21**

.....

This document of MC-101 exam questions is very convenient. Furthermore, the Salesforce MC-101 PDF questions collection is printable which enables you to study without any smart device. This can be helpful since many applicants prefer off-screen study. All

