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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details

Topic 1	<ul style="list-style-type: none"> • Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
Topic 2	<ul style="list-style-type: none"> • Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.
Topic 3	<ul style="list-style-type: none"> • Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.
Topic 4	<ul style="list-style-type: none"> • Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.

Salesforce Certified Platform Foundations Sample Questions (Q65-Q70):

NEW QUESTION # 65

A Salesforce associate wants to refresh a report and email it to an executive team each week. Which functionality of Salesforce Reports should the associate use?

- A. Subscriptions
- B. Refresh
- C. Notifications

Answer: A

Explanation:

The functionality of Salesforce Reports that the associate should use to refresh a report and email it to an executive team each week is subscriptions. Subscriptions let you schedule reports to run at regular intervals and send notifications to you or other recipients by email or Chatter5. You can also set conditions for when the notifications are sent, such as when the report returns no results or the results change.

NEW QUESTION # 66

An insurance call center is experiencing increased policy support calls which has led to long wait times and disappointed customers. Which cloud will decrease the number of incoming calls, empower customers, and increase satisfaction?

- A. Experience
- B. Cloud Sales Cloud
- C. CRM Analytics

Answer: A

Explanation:

The cloud that will decrease the number of incoming calls, empower customers, and increase satisfaction for the insurance call center is Experience Cloud. Experience Cloud is a product that allows companies to create digital experiences for their customers, partners, and employees, such as websites, portals, forums, and mobile apps. Experience Cloud helps the insurance call center to provide self-service options, such as FAQs, knowledge articles, chatbots, and case management, to its customers, so that they can find answers and solutions on their own, without having to call the agents. This reduces the call volume and improves the customer satisfaction and loyalty.

NEW QUESTION # 67

A salesforce associate at get Cloudy Consulting has been asked to analyze Service Cloud data to determine how many individuals have called in to the support center.

Which relationship on Case should the associate use?

- A. Account
- B. Owner
- C. Contact

Answer: C

Explanation:

The contact relationship on case is used to indicate the individual who has called in to the support center. The contact field on case is a lookup field that allows the user to select a contact from the related account or any other account. The owner relationship on case is used to indicate the user who is responsible for working on the case. The account relationship on case is used to indicate the company or organization that the case is related to.

NEW QUESTION # 68

Get Cloud Consulting (GCC) has started to use Salesforce for its sales and service divisions. GCC would like to automate a process and understands this can be done through declarative and programmatic solutions.

Which approach should GCC explore first?

- A. A programmatic approach, as it is more customizable.
- B. A declarative approach, as it allows for quicker and simpler problem resolution
- C. A programmatic approach, unless there is a lack of resources

Answer: B

Explanation:

The approach that GCC should explore first to automate a process is a declarative approach, as it allows for quicker and simpler problem resolution. A declarative approach means that GCC can use point-and-click tools and drag-and-drop interfaces to create and modify applications, workflows, rules, and logic, without writing any code. This makes it easier and faster for GCC to build and customize solutions that meet its business needs, without requiring any programming skills or resources.

NEW QUESTION # 69

A Salesforce associate wants to learn more about converting Leads to Contacts. They enjoy learning in an asynchronous, gamified way.

Which resource should they use?

- A. Salesforce Help
- B. Trailblazer Community
- C. Trailhead

Answer: C

Explanation:

Trailhead is the resource that the Salesforce associate should use to learn more about converting leads to contacts in an asynchronous, gamified way. Trailhead is a learning platform that provides interactive, online, and free courses for anyone who wants to learn Salesforce skills and earn credentials. Trailhead allows the user to learn at their own pace, in their own time, and in their own way. Trailhead also provides gamification features, such as badges, points, and ranks, to motivate and reward the user for their learning progress.

Trailhead has a module called Lead Management that covers the topic of converting leads to contacts, among other topics.

Salesforce Help is a resource that provides documentation, guides, videos, and support for Salesforce users who need assistance with using or troubleshooting Salesforce products and features.

Salesforce Help is not a learning platform, and it does not provide gamification features. The Trailblazer Community is a resource that provides an online platform where Salesforce users, partners, employees, and experts can connect, collaborate, and learn from each other. The Trailblazer Community is not a learning platform, and it does not provide gamification features.

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