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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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	• 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 5	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q61-Q66):

NEW QUESTION # 61
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 # 62
Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups.
Which method helps to minimize bad data?

- A. Smart capture opt-in confirmation
- B. Mobile SMS keyword opt-in confirmation
- C. Double opt-in confirmation

Answer: C

Explanation:
A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

NEW QUESTION # 63
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. Full Name
- B. Primary Key
- C. Subscriber Key

Answer: C

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 # 64
The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send.
What is causing the email to hard bounce?

- A. The subscriber's mailbox is full.
- B. The email address is invalid.
- C. The recipient's mailbox is temporarily unavailable.

Answer: B

Explanation:
A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.
Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.
References: Salesforce Marketing Cloud documentation on email deliverability provides insights into understanding and managing hard bounces, including best practices for maintaining a healthy email list and ensuring high-quality data management.

NEW QUESTION # 65
A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.
Which step should the associate take before importing the file into Marketing Cloud Engagement?

- A. Create the target data extension in Marketing Cloud.
- B. Rename the file to "products.xml".
- C. Use Automation Studio to create a File Transfer activity.

Answer: A

Explanation:
Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the "products.txt" file to ensure a smooth import process.
* Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.
* Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

NEW QUESTION # 66

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