

# Pass Guaranteed Quiz The Best Salesforce - MC-101 - Salesforce Certified Marketing Cloud Engagement Foundations Exam PDF



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## 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>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 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>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>
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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q32-Q37):

#### NEW QUESTION # 32

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.
- B. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- C. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.

**Answer: A**

Explanation:

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

#### NEW QUESTION # 33

Management at Northern Trail Outfitters wants to run a new campaign and has asked the marketing associate to prepare a data extension. Some fields match a previous data extension, but some need to be added.

How should the marketing associate create the data extension?

- A. Export the data, add fields externally, and import it back into the original data extension.
- B. Directly modify the existing data extension and save with a new name.
- C. Copy the data extension from the original campaign and modify the fields.

**Answer: C**

Explanation:

To prepare a data extension for a new campaign that has some fields matching a previous data extension but also requires additional fields, the marketing associate should copy the data extension from the original campaign and then modify the fields as needed. This approach allows the associate to retain the structure and settings of the original data extension while making necessary adjustments for the new campaign, ensuring efficiency and consistency in data management practices.

### NEW QUESTION # 34

Management at Cloud Kicks wants to engage customers who have redeemed promotion codes on its website.

The associate set up a data extension so that Subscriber Key is the primary key. However, the associate notices that customers who have redeemed more than one promotion code only have one record added into the data extension.

What should the associate change to allow more than one record per subscriber key?

- A. Assign the email address as the primary key.
- **B. Assign the promotion code field as a second primary key.**
- C. Assign new subscriber keys to each promotion code redemption.

**Answer: B**

Explanation:

To allow more than one record per subscriber key, especially for customers who have redeemed more than one promotion code, the associate should assign the promotion code field as a second primary key. This creates a composite primary key consisting of the Subscriber Key and the Promotion Code field. With this configuration, each record is uniquely identified by the combination of the subscriber key and the promotion code, allowing multiple records for the same subscriber as long as the promotion codes are different.

### NEW QUESTION # 35

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- **A. Transactional Send Classification**
- B. Commercial Send Classification
- C. A Send Classification with honor list-level opt outs checked

**Answer: A**

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

### NEW QUESTION # 36

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

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

**Answer: A**

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.

