

Salesforce Certified Marketing Cloud Engagement Foundations free prep material & MC-101 valid braindumps



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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.
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">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 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 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q113-Q118):

NEW QUESTION # 113

Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.

In a journey, how should an associate control repeat messages?

- A. No Re-Entry
- **B. Re-Entry only after exiting**
- C. Re-Entry Anytime

Answer: B

Explanation:

To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re-enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.

* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.

* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

NEW QUESTION # 114

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 # 115

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

What should the associate reference?

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

Answer: B

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 # 116

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- **A. Marketing Cloud Engagement Reports**
- B. Email Studio Send Tracking
- C. Intelligence Reports

Answer: A

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

NEW QUESTION # 117

The marketing team at Northern Trail Outfitters recently consolidated its old subscriber data from legacy systems. Shortly after, the marketing associate began receiving complaints.

Which approach should the marketing associate take to reduce complaints?

- **A. Send an opt-in email to the consolidated list to reconfirm their consent.**
- B. Test content without personalization to understand its impact.
- C. Include the latest promotions in future emails to increase open rates.

Answer: A

Explanation:

After consolidating old subscriber data, sending an opt-in email to reconfirm consent is the best approach to ensure compliance and reduce complaints. This practice helps clean the list by confirming that recipients still want to receive communications, reducing spam complaints and increasing engagement rates by re-engaging with interested subscribers.

* Why Opt-In is Necessary Post-Consolidation: Data from legacy systems may be outdated, and subscribers may no longer be interested in the brand. A reconfirmation email allows Northern Trail Outfitters to respect subscriber preferences and minimize

potential complaints.

* Salesforce Documentation Reference: See Opt-In Best Practices for more information on managing consent in Marketing Cloud.

NEW QUESTION # 118

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