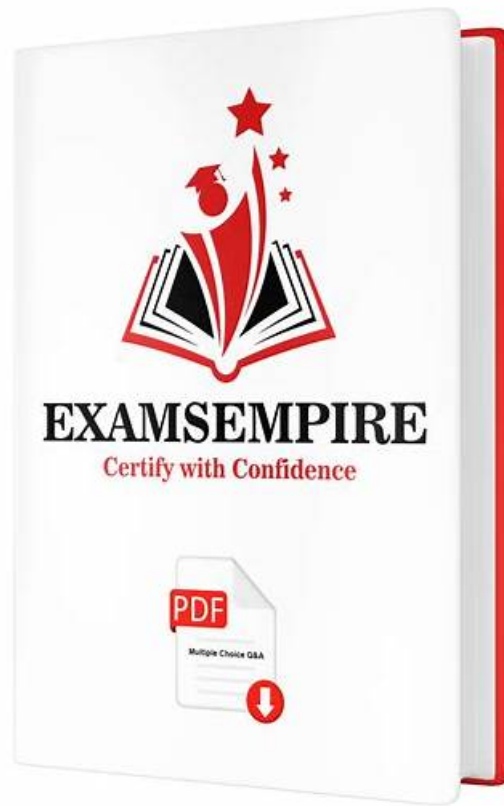


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.

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"> • 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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q55-Q60):

NEW QUESTION # 55

Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to request and modify data as they see fit
- **B. Rights to data access and portability**
- C. Rights to not be forgotten or processed

Answer: B

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 56

As a best practice, which value should an associate use when creating a subscriber key?

- A. Email Address
- B. Phone Number
- **C. Customer ID**

Answer: C

Explanation:

The best practice for creating a subscriber key in Salesforce Marketing Cloud is to use a unique, persistent value like a Customer ID. The subscriber key serves as the unique identifier for each subscriber, so it should not change over time, which makes a Customer ID ideal as it is often assigned at the start of a customer relationship and remains consistent.

* Why Not Use Email Address or Phone Number: These can change over time and are not as stable.

Using a Customer ID helps maintain continuity even if a customer updates their email address or phone number.

* Salesforce Documentation Reference: For more information, refer to the Salesforce Marketing Cloud Guide on Subscriber Keys.

NEW QUESTION # 57

A Cloud Kicks associate is tasked with evenly distributing a large number of subscribers from a single data extension into five new equally distributed data extensions.

Which method should the associate use to accomplish this?

- A. Manually create five new data extensions and use Automation Studio to evenly distribute subscribers.
- **B. Use the Random Data Extension to create five new data extensions with an equal distribution of subscribers.**
- C. Use five data filters to create five data extensions with an equal distribution of subscribers.

Answer: B

Explanation:

The Random Data Extension feature in Salesforce Marketing Cloud allows users to split a large group of subscribers into smaller, equally distributed segments. By using this feature, the associate can create five new data extensions with a balanced and random distribution of subscribers from the original data extension.

* Advantages of Using Random Data Extension: It automatically and evenly splits the list without manual effort, saving time and ensuring an even distribution.

* Salesforce Documentation Reference: For guidance on Random Data Extensions, refer to Data Extension Split Methods.

NEW QUESTION # 58

Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.

How should the marketing associate accomplish this?

- A. Use a data extension that includes only tiered members that opened the previous email.
- B. Create a random data extension and suppress gold tier members from the customer base data extension.
- **C. Use the customer base data extension as the target and the gold tier data extension as excluded.**

Answer: C

Explanation:

To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.

This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.

References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 59

A marketing associate needs to select a content block within Content Builder for an email template with the following requirements:

- * There are two separate content versions available.
- * The two content versions will need to be evaluated on performance.
- * The two content versions will need to be contained into one content block.

Which content block should the associate use?

- **A. A/B Test Content**

- B. HTML Content
- C. Dynamic Content

Answer: A

Explanation:

For an email template that requires two separate content versions to be evaluated on performance within a single content block, the associate should use an A/B Test Content block in Content Builder. This feature allows for the creation of two variations of content within the same block, with the system automatically splitting the audience to receive either version A or B. Performance metrics can then be analyzed to determine which version performed better, enabling data-driven decisions for future content strategies.

NEW QUESTION # 60

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