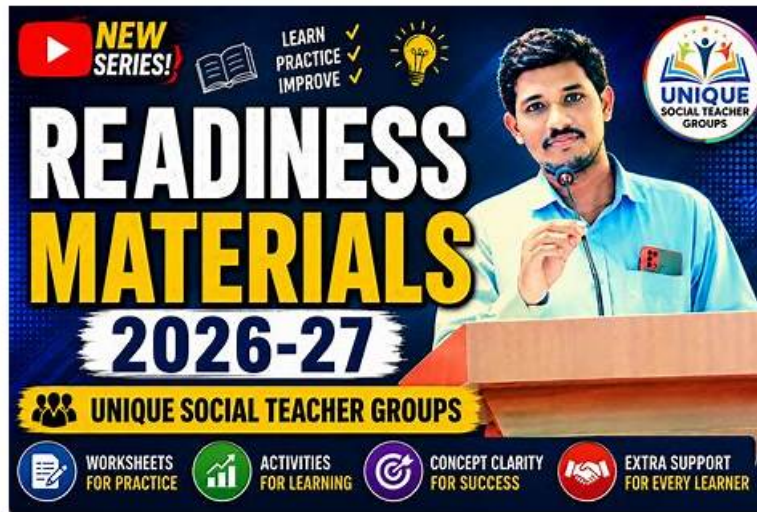


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The Salesforce modern job market is becoming more and more competitive and challenging and if you are not ready for it then you cannot pursue a rewarding career. Take a smart move right now and enroll in the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam and strive hard to pass the Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam. The Salesforce Certified Marketing Cloud Engagement Foundations (MC-101) certification exam offers you a unique opportunity to learn new in-demand skills and knowledge.

Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 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 (Q98-Q103):

NEW QUESTION # 98

A marketing associate needs to create a criteria-based subset of an audience from another data extension without using structured query language (SQL).

Which data extension should the associate use?

- A. Standard Data Extension
- B. Random Data Extension
- **C. Filtered Data Extension**

Answer: C

Explanation:

A Filtered Data Extension is the best choice when a marketing associate needs to create a criteria-based subset of an audience from another data extension without using SQL. This type of data extension allows users to apply specific criteria to an existing data extension to segment the audience based on attributes or behaviors without the need for writing SQL queries. This is particularly useful for marketers who may not have SQL skills but still need to perform targeted segmentation. Salesforce Marketing Cloud provides a user-friendly interface for setting up these filters, making it an efficient way to tailor communications to specific audience segments.

NEW QUESTION # 99

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By individually assigning access permissions to users
- **B. By storing items they want to share in a shared folder**
- C. By establishing a dedicated business unit for shared Items

Answer: B

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit. References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 100

The marketing team at Northern Trail Outfitters has been running an email series for three weeks. Management has asked for a report of the results of the email campaign's effectiveness and performance. Which email metric should the associate use to convey the email's visual effectiveness?

- A. Open Rate
- **B. Click-to-Open Rate**
- C. Bounce Rate

Answer: B

Explanation:

The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

NEW QUESTION # 101

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. 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.
- B. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- **C. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.**

Answer: C

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 # 102

A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values. Which data type is most appropriate for this data?

- A. Text
- B. Number
- **C. Boolean**

Answer: C

Explanation:

For a field called "Is Opted In" with data values of 1 or 0, the most appropriate data type is Boolean. Boolean data types are used to represent true/false values, often signified by 1 for true and 0 for false. This data type is ideal for fields that indicate a binary condition, such as whether a subscriber has opted in or out of receiving communications.

NEW QUESTION # 103

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