Salesforce MC-101 Desktop-Based Practice Program
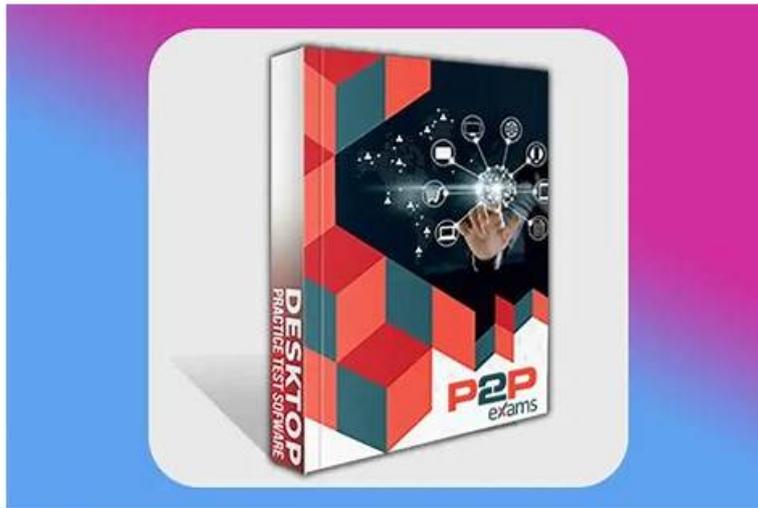
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Salesforce MC-101 Exam Syllabus Topics:

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	• 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 3	• 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 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	• 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 (Q51-Q56):

NEW QUESTION # 51
The marketing team at Northern Trail Outfitters wants to include a subscriber's local weather conditions in the subject line of their email campaigns. This information is stored in the data extension used for sending.
Which feature should an associate utilize?

- A. Filter Activity
- B. Personalization Strings
- C. Decision Splits

Answer: B

Explanation:
Personalization strings in Salesforce Marketing Cloud are used to dynamically insert content, such as subscriber-specific data, into emails. For including a subscriber's local weather conditions in the subject line of email campaigns, personalization strings can be utilized to reference the relevant data stored in the data extension used for sending the email. This allows each email subject line to be customized with the specific weather conditions relevant to each subscriber, enhancing the personalization and relevance of the campaign.

NEW QUESTION # 52
Cloud Kicks wants to review its bounces for a send.
Which feature should an associate use to view the bounce information?

- A. Einstein Engagement Scoring
- B. Bounce Mail Management
- C. Email Studio Send Tracking

Answer: C

Explanation:
Email Studio's Send Tracking feature in Salesforce Marketing Cloud allows users to review detailed statistics on their email sends, including bounce information. By using this feature, Cloud Kicks can access metrics like the number and types of bounces, reasons for bounces, and which addresses failed to receive the email.
* How to Access Bounce Data: Navigate to Email Studio > Tracking > Sends. Within the specific send's tracking details, bounce data can be reviewed, including hard bounces, soft bounces, and any associated error messages.
* Salesforce Documentation Reference: For more details, refer to Salesforce Help - Send Tracking Overview.

NEW QUESTION # 53
Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.
Which email delivery setting helps control volume to meet these needs?

- A. Prebuild Burst Sending
- B. Send Throttling

- C. Transactional Send Classification

Answer: B

Explanation:
Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.
This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."
* How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.
* Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see Send Throttling Documentation.

NEW QUESTION # 54
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 an onboarding journey.
- C. Add collected contacts to a double opt-In campaign.

Answer: C

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 # 55
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. Use five data filters to create five data extensions with an equal distribution of subscribers.
- B. Manually create five new data extensions and use Automation Studio to evenly distribute subscribers.
- C. Use the Random Data Extension to create five new data extensions with an equal distribution of subscribers.

Answer: C

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 # 56
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