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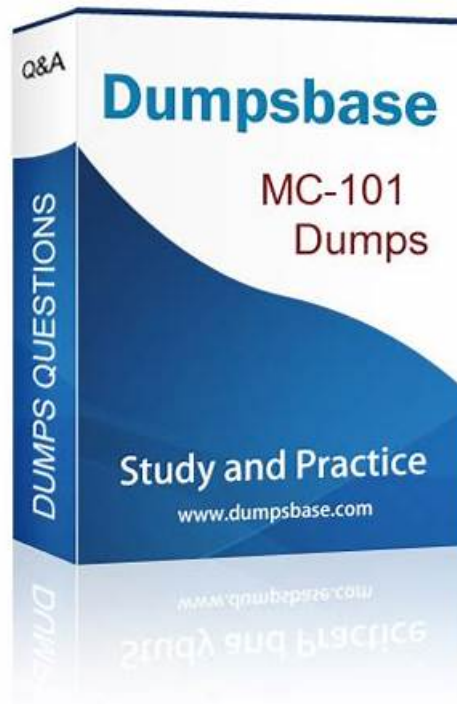
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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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	• 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 5	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations free valid pdf & Salesforce MC-101 sure pass exam dumps

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q25-Q30):

NEW QUESTION # 25
The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.
Which feature should the associate use?

- A. Contact Bulilder
- B. CloudPages
- C. Email Studio

Answer: B

Explanation:
CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.
Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt- in for SMS, ensuring compliance with consent regulations.
* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions.
* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

NEW QUESTION # 26
A marketing associate needs to import a CSV file into a data extension.
Which delimiter should the associate select to correctly import this file type?

- A. Comma
- B. Tab
- C. Pipe

Answer: A

Explanation:
For importing a CSV (Comma-Separated Values) file into a data extension, the most appropriate delimiter is a comma. CSV files are structured with each data field separated by a comma, and each record is on a new line.
When importing such files into Salesforce Marketing Cloud, selecting a comma as the delimiter ensures that the system correctly interprets the separation between individual data fields, allowing for accurate data mapping and importation into the specified data extension.

NEW QUESTION # 27
Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.
Which Journey Builder activity should NTO use to help create a segment of those subscribers?

- A. Random Split
- B. Engagement Split
- C. Decision Split

Answer: B

Explanation:
To send a special message to subscribers who have interacted with its email messages within the same journey, Northern Trail Outfitters should use an Engagement Split in Journey Builder. The Engagement Split activity allows for the segmentation of subscribers based on their interactions with previous emails, such as opens or clicks. This enables the creation of a targeted segment of engaged subscribers to whom the special message can be sent, enhancing the relevance and effectiveness of the communication.

NEW QUESTION # 28
A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.
How should the associate proceed?

- A. Pause the journey and restart it when codes are active.
- B. Update the Wait Activity in the journey to the correct date.
- C. Stop the journey and restart it when codes are active.

Answer: A

Explanation:
If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

NEW QUESTION # 29
The marketing team at Cloud Kicks wants to easily report the average open rate across all email sends from journeys this month.
What should a marketing associate use to retrieve this information?

- A. Intelligence Reports Email Dashboard
- B. Analytics Builder Reports
- C. Journey Analytics in Journey Builder

Answer: B

Explanation:
To easily report the average open rate across all email sends from journeys within a specific timeframe, such as a month, a marketing associate at Cloud Kicks should utilize Analytics Builder Reports in Salesforce Marketing Cloud. Analytics Builder offers a suite of reporting and analysis tools, including pre-built and customizable reports that can aggregate performance metrics across multiple sends and journeys.
By accessing and configuring the appropriate reports within Analytics Builder, the associate can compile and analyze email engagement metrics, such as open rates, to gain insights into the overall performance of their email marketing efforts over the

designated period.

References: Salesforce Marketing Cloud's Analytics Builder documentation provides comprehensive information on the range of available reports and analytics tools, including instructions on how to access and customize reports to meet specific reporting needs, such as tracking average open rates across journeys.

NEW QUESTION # 30

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