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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 3	<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 4	<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 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 (Q34-Q39):

NEW QUESTION # 34

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- A. All Contacts are included on All Subscribers once messaged via email.**
- B. All Contacts and All Subscribers are included on one list and cannot be separated.
- C. All Contacts and All Subscribers are two separate lists with no overlap.

Answer: A

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 35

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

Answer: C

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 # 36

Which field is used to uniquely identify an individual across multiple channels in Marketing Cloud Engagement?

- A. Mobile Number
- B. Email Address
- C. Contact Key

Answer: C

Explanation:

The Contact Key is used to uniquely identify an individual across multiple channels in Marketing Cloud Engagement. It serves as a unique identifier for each contact in the system, allowing for the integration and coordination of marketing activities across different channels such as email, mobile, social, and others. The Contact Key remains consistent for a given individual across different interactions and campaigns, providing a unified view of the customer.

NEW QUESTION # 37

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 Builder
- B. Email Studio
- C. CloudPages

Answer: C

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 # 38

Northern Trail Outfitters is using an A/B test in Email Studio to determine which version of its Marketing Cloud Engagement email has the highest click-through rate.

How does the A/B test handle the winning condition?

- A. The system declares a winner of the A/B test and sends to the remaining subscribers.
- B. The system continues to send to both test conditions.
- C. The system declares a winner of the A/B test and does not send to the remaining subscribers.

Answer: A

Explanation:

In an A/B test within Email Studio to determine the highest click-through rate, the system declares a winner based on the predefined winning criteria (such as highest open rate, click rate, etc.) and then automatically sends the winning version to the remainder of the subscriber list that did not participate in the initial test. This ensures that the most effective email version is distributed to the largest segment of the audience, maximizing the overall performance of the campaign.

NEW QUESTION # 39

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