

# Free PDF Quiz Salesforce - Accurate MC-101 - Latest Salesforce Certified Marketing Cloud Engagement Foundations Exam Simulator



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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 2	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 3	<ul style="list-style-type: none"> <li>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.</li> </ul>
Topic 4	<ul style="list-style-type: none"> <li>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.</li> </ul>

Topic 5	<ul style="list-style-type: none"><li>• <b>Marketing Cloud Engagement Basics:</b> 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.</li></ul>
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### **Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q105-Q110):**

#### **NEW QUESTION # 105**

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality.

Which resource should the associate use?

- A. Salesforce Help & Training
- B. Salesforce Developer Center
- **C. Trailhead**

**Answer: C**

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead.

Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

#### **NEW QUESTION # 106**

The marketing team at Northern Trail Outfitters wants to remove customer data 30 days after it is uploaded to Marketing Cloud Engagement.

Which feature helps to regulate how long information is kept in a data extension?

- **A. Data Retention**
- B. Data Transfer
- C. Automation Studio

**Answer: A**

Explanation:

To remove customer data 30 days after it is uploaded to Marketing Cloud Engagement, the marketing team should use the Data Retention feature. This feature allows for the configuration of retention policies for data extensions, specifying how long records should be retained before being automatically deleted. Setting a Data Retention policy of 30 days ensures that customer data is systematically removed after the specified period, helping to manage data storage efficiently and comply with data privacy regulations.

### NEW QUESTION # 107

Cloud Kicks has three products it wants to individually feature as the main image of an email. Which content block type should best accomplish this design?

- A. Free Form Content Block
- B. Single Image Block
- C. Image Carousel Block

**Answer: C**

Explanation:

The Image Carousel Block in Salesforce Marketing Cloud's Content Builder is ideal for showcasing multiple images in a single email. It allows Cloud Kicks to feature three different products as the main images in a rotating carousel, providing an interactive and engaging experience for the recipient.

\* Advantages of Image Carousel: It allows multiple images to be displayed within the same space, enhancing visual appeal and saving layout space.

\* Salesforce Documentation Reference: For additional information, refer to Content Builder Image Carousel.

### NEW QUESTION # 108

Management at Northern Trail Outfitters would like to start sending personalized emails to its customers. Which tools should an associate use to accomplish this?

- A. Advertising Studio, Social Studio
- B. Marketing Cloud Intelligence, Mobile Studio
- C. Email Studio, Journey Builder

**Answer: C**

Explanation:

For Northern Trail Outfitters to start sending personalized emails to its customers, the ideal tools within Salesforce Marketing Cloud are Email Studio and Journey Builder. Email Studio provides comprehensive capabilities for creating, designing, and sending personalized emails at scale. It allows for the use of dynamic content, personalization strings, and data-driven segmentation to tailor each email to the recipient's preferences, behaviors, and demographics.

Journey Builder complements Email Studio by enabling the creation of automated, multi-step customer journeys. With Journey Builder, personalized emails can be part of a larger, orchestrated customer experience that spans across multiple channels and touchpoints. This combination of tools allows for highly personalized and timely interactions with customers, enhancing engagement and fostering stronger relationships.

References: Salesforce Marketing Cloud documentation provides extensive resources on how to leverage Email Studio for personalized email creation and Journey Builder for designing comprehensive customer journeys that include personalized email communications.

### NEW QUESTION # 109

Cloud Kicks wants to ensure it has the highest quality contact information for newly acquired email signups. Which method helps to minimize bad data?

- A. Mobile SMS keyword opt-in confirmation
- B. Smart capture opt-in confirmation
- C. Double opt-in confirmation

**Answer: C**

Explanation:

A double opt-in confirmation process is a method used to ensure the highest quality of contact information by requiring new email signups to confirm their subscription through a secondary confirmation step, typically via a confirmation email. This process helps to minimize bad data by verifying that the email address provided is valid, active, and accessible by the intended recipient. It also helps to ensure that the individual truly intends to subscribe, thereby enhancing the quality of the email list and reducing the likelihood of spam complaints or undeliverable emails.

## NEW QUESTION # 110

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