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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">• 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 3	<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 4	<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.
Topic 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q32-Q37):

NEW QUESTION # 32

Sending unsolicited emails puts brands and companies at risk. Repeated offenses lead to complaints and Internet Service Providers (ISPs) blocking emails.

Which of the following is considered best practice regarding unsolicited emails?

- A. Make sure that subject lines are ambiguous and general.
- B. Capture explicit consent from users.
- C. Ensure transactional message subject lines are promotional.

Answer: B

Explanation:

In the context of sending unsolicited emails, best practices dictate the importance of capturing explicit consent from users. This means that individuals should knowingly and willingly agree to receive emails from a brand or company, typically through an opt-in mechanism. Explicit consent ensures that recipients are interested in the content being sent to them, which significantly reduces the likelihood of complaints and the risk of emails being blocked by Internet Service Providers (ISPs).

Obtaining explicit consent is not only a best practice but also a requirement under various data protection and privacy laws, such as GDPR in Europe. These regulations mandate clear and affirmative consent for receiving marketing communications, thereby protecting users from unsolicited emails and enhancing the integrity of email marketing practices.

References: Best practices and regulatory compliance guidelines, such as those outlined in GDPR and other email marketing regulations, emphasize the importance of explicit consent in building a healthy email list and maintaining positive engagement with recipients.

NEW QUESTION # 33

A marketing associate at Cloud Kicks is creating a data extension for sending order confirmation emails to clients from a journey. The data extension has three ID fields: Order ID, Product ID, and Subscriber ID.

Which ID should the associate use in the Send Relationship section of the data extension?

- A. Subscriber ID
- B. Product ID
- C. Order ID

Answer: A

Explanation:

In the Send Relationship section of a data extension, the Subscriber ID should be used as it links the data extension to the subscribers within Salesforce Marketing Cloud. This ensures that the email is sent to the correct subscriber by matching the Subscriber ID with the unique identifier in the Marketing Cloud subscriber list.

* Importance of Subscriber ID: This ID is essential for tracking and linking interactions, and ensuring that each email is accurately associated with the correct recipient within the journey.

* Salesforce Documentation Reference: For more information on Send Relationships, see Setting Up Sendable Data Extensions.

NEW QUESTION # 34

Cloud Kicks wants to review its bounces for a send.

Which feature should an associate use to view the bounce information?

- A. Bounce Mail Management
- B. Einstein Engagement Scoring
- 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 # 35

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended.

Which metric should the associate review to get more information?

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

Answer: A

Explanation:

Bounce Rate is the metric that indicates the number of emails that were not successfully delivered to subscribers. By reviewing bounce rates, Northern Trail Outfitters can gain insights into deliverability issues, such as invalid email addresses or blocks from email providers, and take corrective actions.

* Why Bounce Rate is Critical: High bounce rates can impact email deliverability and sender reputation, making it essential to monitor this metric closely.

* Salesforce Documentation Reference: For further information, refer to Email Deliverability and Bounce Rates.

NEW QUESTION # 36

AW Computing has been hired to provide email marketing consulting for a business-to-consumer (B2C) commerce company based in the U.S.

Which statement is true about CAN-SPAM in relation to state-specific regulations?

- A. **State laws can have more restrictive requirements.**
- B. Individual state laws overrule federal CAN-SPAM laws.
- C. CAN-SPAM is only required for transactional sending.

Answer: A

Explanation:

The CAN-SPAM Act sets the federal standard for commercial emails in the U.S., but individual states can impose more stringent regulations. While the federal CAN-SPAM law provides baseline requirements for email marketing, states may enact additional rules that supplement or exceed these standards. However, federal law generally preempts state laws unless the state laws offer greater consumer protection.

* Example of Stricter State Regulations: Some states may have stricter opt-out requirements or enforce penalties more rigorously than federal regulations.

* Salesforce Documentation Reference: For more information, refer to Salesforce's Overview on CAN- SPAM Compliance.

NEW QUESTION # 37

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