

MC-101試験の準備方法 | 100%合格率のMC-101専門試験試験 | ユニークなSalesforce Certified Marketing Cloud Engagement Foundations合格記



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>> MC-101専門試験 <<

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Salesforce MC-101 認定試験の出題範囲:

トピック	出題範囲
トピック 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.
トピック 2	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.

トピック 3	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.
トピック 4	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.
トピック 5	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.

Salesforce Certified Marketing Cloud Engagement Foundations 認定 MC-101 試験問題 (Q107-Q112):

質問 # 107

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.
What should an associate recommend?

- A. Enable content tags.
- B. Organize folders alphabetically.
- C. Create custom folder permissions.

正解: A

解説:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

質問 # 108

The marketing manager at Cloud Kicks would like a report on the return on investment (ROI) across a series of marketing campaigns.

The ROI is being calculated using metrics stored on custom data extensions.

Which functionality should be used?

- A. Intelligence Reports
- B. Tracking Reports
- C. Journey Analytics Dashboard

正解: A

解説:

Intelligence Reports (formerly known as Datorama Reports) are designed for advanced analytics within Salesforce Marketing Cloud. This tool is ideal for calculating ROI across campaigns, as it can integrate data from custom data extensions and provides robust reporting capabilities, including custom metrics and performance analysis.

* Why Intelligence Reports Are Ideal for ROI: They offer detailed and customizable reporting capabilities, which are essential for calculating metrics like ROI that require data from multiple sources.

* Salesforce Documentation Reference: See the Intelligence Reports Overview for details on setting up and using Intelligence Reports.

質問 # 109

Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement.

Which configuration option should the associate select to ensure this is a transactional send?

- A. Sender Profile
- **B. Send Classification**
- C. Delivery Profile

正解: B

解説:

When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

質問 # 110

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

- **A. Contact Key**
- B. API Key
- C. Primary Key

正解: A

解説:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

References: Salesforce Marketing Cloud documentation on Contact Management clearly outlines the role and importance of the Contact Key in managing customer profiles and ensuring a unified approach to cross-channel marketing.

質問 # 111

Which setup allows for data extensions to be used by child business units in a Marketing Cloud Engagement account?

- A. Synchronized Data Extensions
- **B. Shared Data Extensions**
- C. Salesforce Data Extensions

正解: B

解説:

Shared Data Extensions in Salesforce Marketing Cloud allow data extensions to be accessible across multiple business units within an account. This setup enables parent and child business units to access and use the same data extensions, facilitating data consistency and shared marketing efforts across the organization.

* Why Not Salesforce or Synchronized Data Extensions: Salesforce Data Extensions are used for CRM data, and Synchronized Data Extensions are for syncing with Salesforce objects. Shared Data Extensions are explicitly designed for sharing data across business units.

* Salesforce Documentation Reference: Refer to Shared Data Extensions for further details.

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