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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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	• 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	• 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 4	• 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q76-Q81):

NEW QUESTION # 76
A marketing associate at Cloud Kicks notices that only half of the targeted recipients of a specific email send job successfully received the email. One of the targeted recipients notifies Cloud Kicks that they did not receive the email.
After checking the Subscriber Status, which All Subscriber List field should the associate check next?

- A. Subscriber Key
- B. Unsubscribe Reason
- C. Date Unsubscribed

Answer: A

Explanation:
After checking the Subscriber Status, the associate should check the Subscriber Key next. The Subscriber Key is a unique identifier for each subscriber in the All Subscribers list, which can help identify issues related to a specific recipient's email delivery. It is especially useful in troubleshooting scenarios where an email has not been successfully received, as it allows the associate to verify the specific subscriber's record and investigate potential causes for the delivery issue.

NEW QUESTION # 77
A marketing associate has a list of contacts that needs to be imported into a data extension from a text file.
Which type of data extension should the associate use to complete this task?

- A. Standard data extension
- B. Filtered data extension

- C. Random data extension

Answer: A

Explanation:
When a marketing associate needs to import a list of contacts from a text file into Salesforce Marketing Cloud, the most suitable type of data extension to use is a Standard Data Extension. Standard Data Extensions are versatile and can easily accommodate data imported from various sources, including text files. They allow for the creation of custom fields that can match the structure of the imported data, ensuring that all relevant information from the text file is accurately captured and stored within Marketing Cloud. Standard Data Extensions are designed for scenarios where data needs to be imported and stored for segmentation, targeting, and personalization within marketing campaigns. They provide the flexibility to define the schema that matches the imported data and are the foundational element for managing customer data within the platform.
References: Salesforce Marketing Cloud documentation on data extensions provides comprehensive details on how to create and manage Standard Data Extensions, including the import of data from external sources like text files.

NEW QUESTION # 78

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. Single Image Block
- B. Free Form Content 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 # 79

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Mandating subscribers to provide a reason for opting cut before allowing them to unsubscribe
- B. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe
- C. Requiring the subscriber to complete a survey before allowing them to unsubscribe

Answer: B

Explanation:
One of the CAN-SPAM requirements for unsubscribing from commercial emails is providing a clear and easily accessible mechanism that does not require a subscriber to log in or provide extensive information to unsubscribe. This ensures that recipients can easily opt-out of future communications if they wish, without unnecessary barriers, which is a key aspect of respecting user preferences and complying with legal standards for commercial email communications.

NEW QUESTION # 80

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information.
Which template type will generate the email send in the data extension?

- A. Send Logging
- B. Reports
- C. Data View

Answer: A

Explanation:
To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

NEW QUESTION # 81
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