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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	• 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.
トピック 2	• 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 3	• 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 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations 認定 MC-101 試験問題 (Q119-Q124):

質問 # 119

Cloud Kicks wants to build trust with customers by creating an onboarding campaign that welcomes them. Which marketing practice should the associate apply?

- A. Include personal data for the customer to easily access.
- B. Promote products that the customer might be interested in.
- C. Utilize first-party data to personalize the customer experience.

正解: C

解説:

When building trust with customers through an onboarding campaign, it's essential to create a personalized experience that makes new customers feel valued and understood. Utilizing first-party data-information directly collected from customers through their interactions with the brand-enables the associate to tailor the onboarding experience to each customer's preferences, behaviors, and history.

Personalization can range from addressing the customer by name to recommending products or services based on their past interactions or expressed preferences. This approach not only enhances the customer experience but also fosters a sense of trust and connection between the customer and the brand.

References: Best practices in marketing emphasize the importance of leveraging first-party data for personalization, as detailed in various marketing publications and resources. Personalization is widely recognized as a key factor in building customer trust and enhancing engagement.

質問 # 120

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is NOT required in the file being imported.
- B. The field is required but can have blank values.
- C. The field only accepts true or false values.

正解: A

解説:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as not all data fields may be relevant or available for every record being imported into the data extension.

質問 # 121

What is a benefit of enrolling new contacts into a nurture campaign?

- A. Helps meet the number of outbound emails each month that management wants sent
- **B. Introduces potential customers to the brand**
- C. Communicates previous discount opportunities missed

正解: B

解説:

Enrolling new contacts into a nurture campaign is beneficial as it introduces them to the brand gradually, helping them learn about the brand's values, products, and services. Nurture campaigns are designed to build relationships over time, increasing engagement and fostering brand loyalty.

* Purpose of Nurture Campaigns: These campaigns help educate potential customers and keep them engaged with relevant content.

* Salesforce Documentation Reference: Refer to Nurture Campaign Best Practices.

質問 # 122

The marketing team at Cloud Kicks is reusing an email with updated copy.

How will sending the proof with "Track Clicks" unchecked in Test and Preview allow the team to validate links?

- A. URLs must be clicked to verify.
- **B. URLs can be viewed directly in the email.**
- C. URLs will be loaded into a report for the email.

正解: B

解説:

When sending a proof email in Salesforce Marketing Cloud with "Track Clicks" unchecked, the URLs in the email appear as they are, rather than being modified by tracking parameters. This allows the marketing team to visually inspect the URLs directly within the email without needing to click through them. Disabling click tracking simplifies the review process by displaying the exact URLs as they would appear in the final email.

* Purpose of Unchecking "Track Clicks": This is commonly done to avoid generating tracking parameters in URLs, which could clutter the validation process and create confusion when reviewing or testing the email.

* Salesforce Documentation Reference: For more information on sending proofs and tracking options, refer to Salesforce Marketing Cloud Documentation on Email Studio Testing.

質問 # 123

Northern Trail Outfitters wants to add new customer data to a data extension.

What needs to be present on the data extension to add new rows while keeping the existing data during import?

- A. Subscriber Key
- B. Foreign Key
- **C. Primary Key**

正解: C

解説:

To add new rows to a data extension while keeping existing data intact, a Primary Key is necessary to uniquely identify each row. This ensures that Salesforce Marketing Cloud can insert new records without overwriting existing ones, preserving data integrity and supporting proper data management during imports.

* Why Primary Key is Required: The Primary Key prevents duplicate records and enables the system to distinguish between existing and new rows based on unique identifiers.

* Salesforce Documentation Reference: Refer to Data Extension Keys and Constraints for more details on how primary keys function in data extensions.

質問 # 124

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