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Salesforce Certified-Business-Analyst Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• Discover how a customer is leveraging and benefiting from Salesforce products to establish the current state• Create a narrative, in real or on the go, to describe a customer relationship based on details of technical issues and
Topic 2	<ul style="list-style-type: none">• Analyze and document a business process to show requirements and identify potential to provide a future state• Document requirements in a format controlled procedure to manage scope

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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.

Topic 2	<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 3	<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 4	<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 5	<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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q88-Q93):

NEW QUESTION # 88

The marketing team at Northern Trail Outfitters wants to test their new dynamic rewards template using internal team members' unique records to display their personalized data.

Which option should the associate use to configure Preview and Test?

- A. Based on subscriber record
- **B. Based on test data extension**
- C. Based on entire list

Answer: B

Explanation:

To test a new dynamic rewards template using internal team members' unique records to display personalized data, the associate should configure Preview and Test based on a test data extension. This option allows the associate to create a data extension specifically for testing purposes, populated with sample records that mimic the structure and content of the team members' data. This approach ensures that the preview and testing accurately reflect how the dynamic content will appear to recipients, facilitating a more effective review process.

NEW QUESTION # 89

Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.

In a journey, how should an associate control repeat messages?

- A. Re-Entry only after exiting
- B. Re-Entry Anytime
- C. No Re-Entry

Answer: A

Explanation:

To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re-enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.

* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.

* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

NEW QUESTION # 90

A marketing associate at Cloud Kicks wants to follow specific Marketing Cloud Engagement topics and connect with other users. Which site should the associate use?

- A. Salesforce+
- B. Trailblazer Community
- C. Trust site

Answer: B

Explanation:

The Trailblazer Community is Salesforce's dedicated community site where Marketing Cloud users can engage with each other, ask questions, and share knowledge on various Salesforce topics. It's an ideal resource for associates who wish to follow specific Marketing Cloud Engagement topics and connect with other users.

* Why Not Salesforce+ or Trust Site: Salesforce+ is focused on video content, and the Trust site is used for checking system status and availability. The Trailblazer Community is tailored specifically for user collaboration and topic discussions.

* Salesforce Documentation Reference: Explore the Trailblazer Community for engaging with other Salesforce users.

NEW QUESTION # 91

Northern Trail Outfitters is using an A/B test in Email Studio to determine which version of its Marketing Cloud Engagement email has the highest click-through rate.

How does the A/B test handle the winning condition?

- A. The system continues to send to both test conditions.
- B. The system declares a winner of the A/B test and does not send to the remaining subscribers.
- C. The system declares a winner of the A/B test and sends to the remaining subscribers.

Answer: C

Explanation:

In an A/B test within Email Studio to determine the highest click-through rate, the system declares a winner based on the predefined winning criteria (such as highest open rate, click rate, etc.) and then automatically sends the winning version to the remainder of the subscriber list that did not participate in the initial test. This ensures that the most effective email version is distributed to the largest segment of the audience, maximizing the overall performance of the campaign.

NEW QUESTION # 92

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet. What is the best practice when this contact data is collected and entered?

- A. Add collected contacts to customer database.

- B. Add collected contacts to a double opt-in campaign.
- C. Add collected contacts to an onboarding journey.

Answer: B

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

* **Why Double Opt-In is Important:** It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

* Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

NEW QUESTION # 93

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