

100% Pass Quiz Salesforce - Fantastic MC-101 - New Salesforce Certified Marketing Cloud Engagement Foundations Test Preparation



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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"> 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 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"> 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 5	<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.
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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q25-Q30):

NEW QUESTION # 25

Cloud Kicks has a primary data extension that contains the bulk of its subscriber base and is used for weekly promotions. Additionally, when subscribers sign up to be notified about specific products, they are added to the same data extension. Which step should the marketing associate take to ensure subscribers receive only one copy of the weekly email as intended?

- A. Create a filtered data extension to remove duplicate products.
- B. Run an automation that removes duplicate subscribers at send time.
- **C. Ensure the box is checked for de-duplicate by email address.**

Answer: C

Explanation:

To ensure subscribers receive only one copy of the weekly email as intended, even if they are added to the primary data extension for multiple product notifications, the marketing associate should ensure that the option to de-duplicate by email address is selected during the email send process. This feature checks for and removes any duplicate email addresses within the send list, ensuring each subscriber receives only one copy of the email, regardless of how many times their email address appears in the data extension.

NEW QUESTION # 26

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Email addresses have been flagged by List Detective.
- **B. Email addresses no longer exist with the service provider.**
- C. Customers had previously unsubscribed from All Subscribers.

Answer: B

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list

hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

NEW QUESTION # 27

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

Answer: C

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 # 28

Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.

Which setting in the email send flow controls this?

- A. Sender Profile
- B. From Address Management
- C. Delivery Profile

Answer: A

Explanation:

In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.

By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.

References: Salesforce Marketing Cloud documentation on email sending configurations provides detailed guidance on setting up and using Sender Profiles, including how to incorporate dynamic content and scripts to personalize sender information.

NEW QUESTION # 29

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.
- B. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.
- C. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.

Answer: A

Explanation:

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way

