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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q121-Q126):

NEW QUESTION # 121

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended. Which metric should the associate review to get more information?

- A. Open Rate
- B. Bounce Rate**
- C. Click Rate

Answer: B

Explanation:

Bounce Rate is the metric that indicates the number of emails that were not successfully delivered to subscribers. By reviewing bounce rates, Northern Trail Outfitters can gain insights into deliverability issues, such as invalid email addresses or blocks from email providers, and take corrective actions.

* Why Bounce Rate is Critical: High bounce rates can impact email deliverability and sender reputation, making it essential to monitor this metric closely.

* Salesforce Documentation Reference: For further information, refer to Email Deliverability and Bounce Rates.

NEW QUESTION # 122

An associate is working on an email containing personalized content. It needs to be proofed by a reviewer prior to sending it to the audience.

Using a test data extension, which option should the associate use to meet this requirement?

- A. Generate a Preview and send it to the reviewer.
- B. Execute a Send flow using the test data extension.
- C. Perform a Subscriber Preview and test send.**

Answer: C

Explanation:

Using the Subscriber Preview and Test Send option is an efficient way to preview personalized content and send it to a reviewer. This allows the associate to view the email as it would appear to a specific subscriber and send the preview version for review before the final send.

* Benefits of Test Send: The Test Send feature allows for testing with specific data from the test data extension and ensures that personalized content renders correctly for review.

* Salesforce Documentation Reference: See Email Studio Test Send for more on performing subscriber previews and test sends.

NEW QUESTION # 123

Under GDPR, which rights does the consumer have to the data collected by the business?

- A. Rights to request and modify data as they see fit
- B. Rights to not be forgotten or processed**

- C. Rights to data access and portability

Answer: C

Explanation:

Under the General Data Protection Regulation (GDPR), consumers have several rights regarding their personal data collected by businesses. Among these rights, two key provisions are the right to data access and the right to data portability. The right to data access allows individuals to request and receive a copy of their personal data held by an organization. The right to data portability enables individuals to obtain and reuse their personal data across different services, allowing them to transfer their data from one service provider to another more easily.

These rights aim to provide individuals with more control over their personal data, ensuring transparency and empowerment in the digital economy.

References: The official GDPR documentation provides a comprehensive overview of individual rights under the regulation, including detailed sections on the rights to data access and portability, outlining how organizations must accommodate these rights.

NEW QUESTION # 124

A marketing associate wants to test which subject line results in the most email opens for the first email sent in an abandoned cart journey.

Which Journey Builder feature supports this subject line test?

- A. Decision Split
- B. A/B Test
- C. Path Optimizer

Answer: B

Explanation:

To test which subject line results in the most email opens for the first email sent in an abandoned cart journey, the marketing associate should utilize the A/B Test feature in Journey Builder. This feature allows for the creation of different versions of an email with varying subject lines, which can then be tested on a segment of the journey's audience. The version that performs the best in terms of open rate can be determined through this test, and that subject line can then be used for the remainder of the journey's audience to optimize engagement.

NEW QUESTION # 125

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

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

Answer: A

Explanation:

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.

NEW QUESTION # 126

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