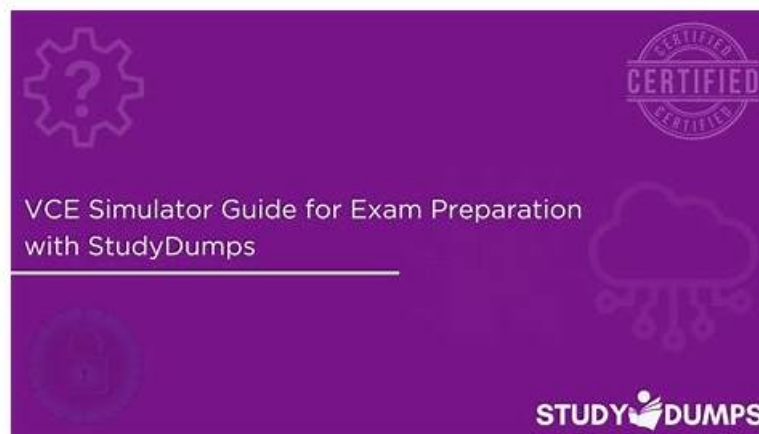


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 3	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 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	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 (Q106-Q111):

NEW QUESTION # 106

Management at Cloud Kicks is requesting to use their holiday-themed From Name when sending out sale messaging during the months of November and December. The name has already been added to the account. Where should the associate configure this setting in the email send?

- A. Define Properties
- B. Configure Delivery
- C. Review and Send

Answer: A

Explanation:

To use a holiday-themed From Name when sending out sale messaging during specific months, the associate should configure this setting in the "Define Properties" step of the email send process in Salesforce Marketing Cloud. This step allows for the customization of email properties such as the subject line, From Name, and From Email Address, enabling the associate to select the holiday-themed From Name that has been added to the account for the seasonal campaign.

NEW QUESTION # 107

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating. What should the associate reference?

- A. Salesforce Help & Training
- B. Trailblazer Community
- C. Salesforce Trust Site

Answer: C

Explanation:

To confirm a possible Marketing Cloud Engagement outage before escalating, the associate should reference the Salesforce Trust Site. This site provides real-time information on system performance and security, including updates on incidents and maintenance for all Salesforce products, including Marketing Cloud. By checking the Salesforce Trust Site, the associate can quickly determine if there is an official outage or maintenance event affecting Marketing Cloud services, thereby informing the next steps for escalation or communication with stakeholders.

NEW QUESTION # 108

The marketing manager at Cloud Kicks would like a report on the return on investment (ROI) across a series of marketing campaigns.

The ROI is being calculated using metrics stored on custom data extensions.

Which functionality should be used?

- A. Journey Analytics Dashboard
- B. Intelligence Reports
- C. Tracking Reports

Answer: B

Explanation:

Intelligence Reports (formerly known as Datorama Reports) are designed for advanced analytics within Salesforce Marketing Cloud. This tool is ideal for calculating ROI across campaigns, as it can integrate data from custom data extensions and provides robust reporting capabilities, including custom metrics and performance analysis.

* Why Intelligence Reports Are Ideal for ROI: They offer detailed and customizable reporting capabilities, which are essential for calculating metrics like ROI that require data from multiple sources.

* Salesforce Documentation Reference: See the Intelligence Reports Overview for details on setting up and using Intelligence Reports.

NEW QUESTION # 109

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send. What is causing the email to hard bounce?

- A. The subscriber's mailbox is full.
- B. The recipient's mailbox is temporarily unavailable.
- C. The email address is invalid.

Answer: C

Explanation:

A hard bounce in email marketing typically occurs when an email is permanently rejected by the recipient's email server due to the recipient's email address being invalid. This can happen for various reasons, such as the email account being deleted, the domain no longer existing, or a typo in the email address.

Hard bounces are a critical metric in email marketing as they directly impact deliverability rates and sender reputation. It's essential for marketing teams to monitor hard bounce rates and take proactive measures to clean their email lists regularly to maintain high deliverability and engagement rates.

References: Salesforce Marketing Cloud documentation on email deliverability provides insights into understanding and managing hard bounces, including best practices for maintaining a healthy email list and ensuring high-quality data management.

NEW QUESTION # 110

The marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information to a data extension in Marketing Cloud Engagement.

Which functionality should the associate use?

- A. Smart Capture
- B. MobileConnect
- C. Web Collect

Answer: A

Explanation:

When the marketing team at Cloud Kicks wants to set up a form on a landing page to collect contact information that feeds directly into a data extension in Marketing Cloud Engagement, the most appropriate functionality to use is Smart Capture. Smart Capture is a form tool available in Salesforce Marketing Cloud that allows users to easily create and customize forms to collect data from visitors on web pages or landing pages.

By using Smart Capture, the team can design forms that align with their branding and specific data collection needs, and directly link the form to a data extension where the collected contact information is stored. This seamless integration facilitates efficient data collection and management, enabling the team to quickly leverage the collected data for marketing campaigns and engagement activities.

References: Salesforce Marketing Cloud documentation on Smart Capture provides detailed instructions on how to set up and use the tool for data collection on landing pages, including how to connect forms to data extensions for automatic data capture and storage.

NEW QUESTION # 111

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