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New MC-101 Dumps Free, Exam Cram MC-101 Pdf

Pass the Salesforce Certified Marketing Cloud Engagement Foundations MC-101 certification exam which is a challenging task. To make MC-101 exam success journey simple, quick, and smart, you have to prepare well and show a firm commitment to passing this exam. The real, updated, and error-free Salesforce Certified Marketing Cloud Engagement Foundations MC-101 Exam Dumps are available over the TestkingPass.

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">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 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">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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q38-Q43):

NEW QUESTION # 38

Northern Trail Outfitters is configuring its large "Holidays in July" sale and needs to control the anticipated large volume of web traffic.

Which email delivery setting helps control volume to meet these needs?

- A. Transactional Send Classification
- B. Prebuild Burst Sending
- C. Send Throttling

Answer: C

Explanation:

Send Throttling in Salesforce Marketing Cloud allows marketers to control the rate at which emails are sent.

This can help manage the load on web servers and ensure that Cloud Kicks' website can handle the traffic from email engagement during high-volume campaigns like "Holidays in July."

* How Send Throttling Helps: By limiting the number of emails sent per hour, it spreads the email engagement over a more extended period, which can help mitigate the risk of overwhelming the website with traffic spikes.

* Salesforce Documentation Reference: For more on how to set up and use Send Throttling, see [Send Throttling Documentation](#).

NEW QUESTION # 39

How should users in a business unit make items accessible to users in other business units in Marketing Cloud Engagement?

- A. By individually assigning access permissions to users
- B. By establishing a dedicated business unit for shared Items
- C. By storing items they want to share in a shared folder

Answer: C

Explanation:

In Salesforce Marketing Cloud Engagement, items such as email templates, content blocks, and data extensions can be made accessible to users across different business units by storing them in a shared folder.

Shared folders are designed to facilitate collaboration and reuse of assets within an organization's Marketing Cloud instance, allowing users from any business unit to access and utilize shared items in their campaigns and workflows.

By organizing and storing reusable assets in shared folders, businesses can ensure consistency in branding and messaging across different teams and campaigns, while also improving efficiency by reducing the need to duplicate assets for each business unit.

References: Salesforce Marketing Cloud documentation on content management and organization provides guidelines on how to use shared folders to manage and share assets across business units, highlighting best practices for organizing and accessing shared content within the platform.

NEW QUESTION # 40

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

Answer: A

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 # 41

A marketing associate at Cloud Kicks wants to show different rule-based variations of content in an email based on a subscriber's interest.

Which content block should the associate use to create this content?

- A. A/B Test Content Block
- B. Reference Content Block
- C. Dynamic Content Block

Answer: C

Explanation:

For a marketing associate at Cloud Kicks who wants to display different variations of content in an email based on a subscriber's interest, the Dynamic Content Block is the ideal tool. Dynamic Content Blocks in Salesforce Marketing Cloud allow marketers to create rule-based content variations within an email, where the content displayed to a recipient changes based on specific criteria related to the recipient's attributes or behaviors, such as their interests.

This capability enables the creation of highly personalized and relevant email experiences, as the content each subscriber sees can be tailored to their specific preferences or actions, enhancing engagement and effectiveness.

References: Salesforce Marketing Cloud documentation on Content Builder includes detailed instructions on using Dynamic Content Blocks, outlining how to set up rules and conditions for displaying content variations within emails.

NEW QUESTION # 42

Cloud Kicks (CK) is sending an email to announce a new shoe to its whole customer base. CK informed its gold tier members last week and wants to avoid re-sending the email to that audience.

How should the marketing associate accomplish this?

- A. Create a random data extension and suppress gold tier members from the customer base data extension.
- B. Use a data extension that includes only tiered members that opened the previous email.
- C. Use the customer base data extension as the target and the gold tier data extension as excluded.

Answer: C

Explanation:

To avoid resending an email announcement about a new shoe to gold tier members who were informed last week, the marketing associate at Cloud Kicks should use the customer base data extension as the target audience and exclude the gold tier data extension from the send. This approach ensures that the communication is sent to the entire customer base except for those who are part of the gold tier segment, preventing overlap and redundancy in messaging to the gold tier members.

This targeted and exclusionary strategy is a best practice in email marketing, allowing marketers to finely tune their audience segments to deliver relevant and timely content without unnecessary repetition to certain groups.

References: Salesforce Marketing Cloud's Email Studio and segmentation capabilities offer functionalities to include and exclude specific segments or data extensions when defining the target audience for an email campaign, ensuring precise audience targeting and effective communication.

NEW QUESTION # 43

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