

# Latest MC-101 Exam Review | MC-101 Questions Pdf



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## Salesforce MC-101 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 1 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                                                                                      |
| Topic 2 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                                   |
| Topic 3 | <ul style="list-style-type: none"><li>• 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.</li></ul> |

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|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Topic 4 | <ul style="list-style-type: none"> <li>• <b>Email Sending and Journeys:</b> 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.</li> </ul> |
| Topic 5 | <ul style="list-style-type: none"> <li>• <b>Data Management:</b> 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.</li> </ul>                                                                  |

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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q51-Q56):

#### NEW QUESTION # 51

A marketing associate at Cloud Kicks is asked if a recent email was tested to ensure it renders correctly in a particular email client, How should the associate respond?

- A. The layout preview in Preview and Test is representative of all email client rendering.
- B. The associate would need to send a test email to every email client manually to confirm.
- **C. There are partner integrations that will allow inbox testing directly in Preview and Test.**

**Answer: C**

Explanation:

Salesforce Marketing Cloud integrates with tools like Litmus and Email on Acid for inbox rendering tests, allowing users to check how emails render across multiple email clients directly within the platform's Preview and Test feature. These tools offer a visual preview of how emails appear on various devices and email clients, streamlining the testing process.

\* Why Not Rely Solely on Layout Preview: While the layout preview in Salesforce provides a general view, it does not account for the specific quirks of each email client. Tools like Litmus offer a more accurate and comprehensive solution.

\* Salesforce Documentation Reference: Refer to Salesforce Marketing Cloud's guide on email preview and testing.

#### NEW QUESTION # 52

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

\*ContactID contains the unique identifier for the contact

\*MobileNumber contains the mobile number of the contact

\*EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. EmailAddress
- **B. ContactID**
- C. MobileNumber

**Answer: B**

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

### NEW QUESTION # 53

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 the customer base data extension as the target and the gold tier data extension as excluded.**
- C. Use a data extension that includes only tiered members that opened the previous email.

**Answer: B**

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 # 54

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- A. Contact Delete
- **B. Data Retention Policy**
- C. Send Relationship

**Answer: B**

Explanation:

To ensure that abandoned cart data is only held for 7 days, the marketing associate should use the Data Retention Policy feature.

This feature allows for the configuration of rules that automatically delete records from a data extension after a specified period.

Setting a Data Retention Policy for 7 days on the abandoned cart data extension will ensure that stale data is cleared regularly, keeping the data fresh and relevant without manual intervention.

### NEW QUESTION # 55

The marketing team at Northern Trail Outfitters has been running an email series for three weeks.

Management has asked for a report of the results of the email campaign's effectiveness and performance.

Which email metric should the associate use to convey the email's visual effectiveness?

- A. Open Rate

- B. Click-to-Open Rate
- C. Bounce Rate

**Answer: B**

Explanation:

The Click-to-Open Rate is the most appropriate email metric to convey the email's visual effectiveness. This metric measures the percentage of recipients who opened the email and then clicked on a link within the email. It is a strong indicator of how engaging and compelling the email content and design are to the audience, as it reflects the effectiveness of the email in motivating recipients to take action after opening it.

### NEW QUESTION # 56

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