

MC-101 Exam Study Guide, MC-101 Certification

FEA 416 (Avid Certification Exam) (MC 101 2022 Version)

1. Where does Media Composer store the files for private projects that other users cannot access?: In the Logged-on User's Documents Folder
2. Which option in the Select Project window lets you switch the project directory displayed in the Project list: The Location pop-up Menu
3. What are the three principal windows of the Media Composer interface (choose three): Timeline, Composer Window, Bin Container
4. Which window serves as your project's central hub?: Bin Container
5. What is a bin?: A container file that holds project assets
6. To move a tabbed bin into its own floating Bin Container window, drag the bin tab away from eligible edges but keep it within the right panel of the Bin Container: True
7. What are the two ways to create your own user profile?: In the Select Project window, select Create User Profile from the User Profile pop-up menu

Go to File > Settings, click the User tab, and select Create User Profile from the User Profile pop-up menu
8. To save changes to a workspace, go to _____ > Workspace > Save

1 / 11

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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	• 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	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q58-Q63):

NEW QUESTION # 58

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 # 59

What impact does a field marked as Nullable have when importing a file into a data extension?

- A. The field is NOT required in the file being imported.
- B. The field is required but can have blank values.
- C. The field only accepts true or false values.

Answer: A

Explanation:

When a field in a data extension is marked as Nullable, it means that the field is not required to have a value; it can accept null or empty values. During the import process, if a field is marked as Nullable, it indicates that the corresponding column in the file being imported does not necessarily need to contain data for every record. This allows for greater flexibility in the data import process, as not all data fields may be relevant or available for every record being imported into the data extension.

NEW QUESTION # 60

Northern Trail Outfitters is implementing an email send log for tracking and compliance. A marketing consultant has already set up the process to export the data.

Which data extension setting should be used to complete the requirement?

- A. Data Relationships
- B. Primary Key
- C. Data Retention

Answer: C

Explanation:

When implementing an email send log, Data Retention settings on the data extension are crucial. They ensure that log data is stored only for the necessary amount of time, thereby helping manage storage and compliance needs. This setup allows for automated deletion of data after a specified period, which can aid in maintaining a manageable data size and meeting regulatory requirements.

* Purpose of Data Retention: It automates the process of cleaning up old data, which is beneficial for compliance and data management.

* Salesforce Documentation Reference: For further details, refer to Data Retention Settings.

NEW QUESTION # 61

Northern Trail Outfitters is using an A/B test in Email Studio to determine which version of its Marketing Cloud Engagement email has the highest click-through rate.

How does the A/B test handle the winning condition?

- A. The system continues to send to both test conditions.
- B. The system declares a winner of the A/B test and sends to the remaining subscribers.
- C. The system declares a winner of the A/B test and does not send to the remaining subscribers.

Answer: B

Explanation:

In an A/B test within Email Studio to determine the highest click-through rate, the system declares a winner based on the predefined winning criteria (such as highest open rate, click rate, etc.) and then automatically sends the winning version to the remainder of the subscriber list that did not participate in the initial test. This ensures that the most effective email version is distributed to the largest segment of the audience, maximizing the overall performance of the campaign.

NEW QUESTION # 62

Northern Trail Outfitters wants to add new records to a data extension while retaining existing records during an import process.

What should an associate use when importing data into a Marketing Cloud Engagement data extension?

- A. Add and update
- B. Overwrite
- C. Add only

Answer: A

Explanation:

When importing data into a Marketing Cloud Engagement data extension and the goal is to add new records while retaining existing records, the "Add and update" option should be used. This import type adds new records to the data extension and updates existing records based on the primary key or unique identifier. This ensures that the data extension is kept up-to-date without losing any existing data, making it ideal for maintaining comprehensive and current customer data sets.

NEW QUESTION # 63

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