

# MC-101 Free Download Pdf, MC-101 Test Dumps



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## Salesforce MC-101 Exam Syllabus Topics:

| Topic   | Details                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| 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>• 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.</li></ul> |
| Topic 3 | <ul style="list-style-type: none"><li>• 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.</li></ul>                                                                  |
| Topic 4 | <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>     |

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| Topic 5 | <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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## Updated Salesforce MC-101 Exam Questions for MC-101 Exam Success

If you want to advance in this fast-growing technological world, Salesforce MC-101 certification is a must. Yet, the common problem the aspiring candidates undergo is seeking updated, authentic, and trustworthy Salesforce MC-101 Dumps for the most cherished MC-101 certification exam.

### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q75-Q80):

#### NEW QUESTION # 75

A new marketing associate at Northern Trail Outfitters wants to learn how to use Marketing Cloud Engagement. Which resource provides knowledge checks and community-centered assets?

- A. Knowledge Base
- B. Trailhead
- C. Salesforce Help & Training

**Answer: B**

Explanation:

Trailhead by Salesforce is an interactive, gamified learning platform designed to teach a wide range of Salesforce and related skills. It provides modules, projects, and superbadges that cover various aspects of Salesforce, including Marketing Cloud Engagement. Trailhead stands out for its knowledge checks and community-centered assets, such as forums and leaderboards, that enhance the learning experience.

Learners can engage with specific trails tailored to Marketing Cloud Engagement, progressing through hands-on challenges that validate their knowledge and skills. The community aspect allows for collaboration and sharing of insights among users, further enriching the learning journey.

References: Salesforce's Trailhead platform offers a dedicated section for Marketing Cloud Engagement, where users can find a variety of learning paths and modules designed to enhance their understanding and proficiency in using the platform.

#### NEW QUESTION # 76

Northern Trail Outfitters (NTO) has multiple divisions and brands and is planning to use Marketing Cloud Engagement. How would NTO benefit from using multiple business units in Marketing Cloud?

- A. By eliminating the need for user roles and permissions
- B. By limiting the creation of new items for NTO's campaigns
- C. By restricting access to NTO's brand-specific content

**Answer: C**

Explanation:

Using multiple business units in Marketing Cloud allows Northern Trail Outfitters (NTO) to manage its multiple divisions and brands more effectively by restricting access to brand-specific content. Each business unit can be set up to represent a different brand or division, with its own content, subscribers, and user permissions. This organizational structure ensures that marketing initiatives remain distinct and relevant to each brand, while also maintaining data integrity and security by controlling user access to specific business units and their associated content.

#### NEW QUESTION # 77

A marketing associate needs to select a content block within Content Builder for an email template with the following requirements:

- \* There are two separate content versions available.
- \* The two content versions will need to be evaluated on performance.
- \* The two content versions will need to be contained into one content block.

Which content block should the associate use?

- A. Dynamic Content
- B. HTML Content
- C. A/B Test Content

**Answer: C**

Explanation:

For an email template that requires two separate content versions to be evaluated on performance within a single content block, the associate should use an A/B Test Content block in Content Builder. This feature allows for the creation of two variations of content within the same block, with the system automatically splitting the audience to receive either version A or B. Performance metrics can then be analyzed to determine which version performed better, enabling data-driven decisions for future content strategies.

#### NEW QUESTION # 78

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information.

Which template type will generate the email send in the data extension?

- A. Data View
- B. Reports
- C. Send Logging

**Answer: C**

Explanation:

To gather information on many email sends and create a data extension for this purpose, the marketing associate should use the Send Logging template. Send Logging in Salesforce Marketing Cloud is a feature that captures send-time information for each email sent, including subscriber data, send data, and email content. This information is stored in a Send Logging data extension, providing a detailed record of email sends that can be used for analysis, reporting, and further segmentation.

#### NEW QUESTION # 79

Cloud Kicks (CK) has a very important new product launch coming up. CK has built an informative email to maximize awareness and interest. Management refused a giveaway as part of the campaign, but not deep discounts.

Which potential option violates CAN-SPAM specifications on subject lines?

- A. You don't want to miss our newest product
- B. You may have just won a \$500 gift card!
- C. IMPORTANT: Please reply ASAP for the best deal!

**Answer: B**

Explanation:

Option C, "You may have just won a \$500 gift card!", potentially violates CAN-SPAM specifications on subject lines because it can be considered misleading or deceptive. CAN-SPAM regulations require that subject lines accurately reflect the content of the email. Misleading subject lines that imply the recipient has won a prize when this is not the case can lead to violations of these regulations, potentially resulting in penalties. It's crucial for marketing communications to be transparent and not mislead recipients about the nature of the email content.

#### NEW QUESTION # 80

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