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NCLEX Pass Rate

Overall NCLEX Pass Rates			
Exam Type	2022	2021	2020
NCLEX - RN	79.9%	68.85%	72.35%
NCLEX - PN	67.46%	66.92%	70.89%
NCLEX Pass Rates for Candidates Educated in the United States			
NCLEX - RN First Attempt	79.9%	82.48%	86.57%
NCLEX - RN Repeat Attempt	43.74%	45.52%	42.94%
NCLEX - PN First Attempt	79.93%	79.6%	83.08%
NCLEX - PN Repeat Attempt	35.66%	35.42%	35.64%
NCLEX Pass Rates for Candidates Educated Outside the United States			
NCLEX - RN First Attempt	43.18%	46.68%	43.71%
NCLEX - RN Repeat Attempt	27.75%	27.75%	24.84%
NCLEX - PN First Attempt	50.49%	51.49%	54.82%
NCLEX - PN Repeat Attempt	22.78%	18.18%	25.04%
*Source: National Council of State Boards of Nursing.			

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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
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Topic 1	• 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 2	• 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 3	• 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 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	• 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.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q35-Q40):

NEW QUESTION # 35

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

What should the associate reference?

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

Answer: B

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 # 36

Which consideration should an associate keep in mind regarding the Marketing Cloud Engagement All Contacts and All Subscribers lists?

- **A. All Contacts are included on All Subscribers once messaged via email.**
- B. All Contacts and All Subscribers are two separate lists with no overlap.
- C. All Contacts and All Subscribers are included on one list and cannot be separated.

Answer: A

Explanation:

In Salesforce Marketing Cloud Engagement, "All Contacts" and "All Subscribers" serve different but interconnected purposes. "All Contacts" encompasses every individual stored within the Marketing Cloud, regardless of their channel engagement (e.g., email, SMS). Once a contact is engaged via email, they are automatically included in the "All Subscribers" list, which is specifically for email channel communications.

This inclusion ensures that email engagement, preferences, and history are tracked and managed centrally, allowing for effective segmentation, targeting, and compliance management. It's crucial for marketing associates to understand this relationship to maintain data hygiene and ensure accurate targeting and reporting.

References: Salesforce Marketing Cloud documentation on Contact Management elaborates on the distinction and relationship between All Contacts and All Subscribers, providing insights into how contacts transition between these lists based on their engagement and interactions.

NEW QUESTION # 37

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. MobileNumber
- **C. ContactID**

Answer: C

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 # 38

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 customer database.
- C. Add collected contacts to an onboarding journey.

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 # 39

Northern Trail Outfitters (NTO) wants more insight into website traffic and behavior generated from promotional email campaigns. Which type of tracking should the associate add to links in emails to better understand NTO's site traffic?

- A. Behavioral Triggers
- **B. UTM Parameters**
- C. Link Alias

Answer: B

Explanation:

UTM Parameters are tags added to URLs in emails to track site traffic originating from specific campaigns.

These parameters provide insights into website traffic, user behavior, and the effectiveness of promotional email campaigns by tracking data within Google Analytics or similar platforms.

* Benefits of UTM Parameters: They offer detailed information on traffic sources, helping NTO understand which campaigns drive website visits and conversions.

* Salesforce Documentation Reference: For more on tracking with UTM Parameters, see [Using UTM Parameters in Marketing Cloud](#).

NEW QUESTION # 40

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