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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 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	• 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	• 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 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q11-Q16):

NEW QUESTION # 11

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

- **A. Easily differentiate the new publication.**
- B. Enhance address book utilization.
- C. Receive better Inbox placement.

Answer: A

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from previous ones.

This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

* Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

* Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

NEW QUESTION # 12

Northern Trail Outfitters is sending out email confirmations to customers each time their order has been received. A marketing associate has been tasked with setting up an automated Journey to fulfill this requirement.

Which configuration option should the associate select to ensure this is a transactional send?

- A. Sender Profile
- **B. Send Classification**
- C. Delivery Profile

Answer: B

Explanation:

When setting up an automated Journey to send email confirmations for received orders, the configuration option that should be selected to ensure this is a transactional send is the Send Classification. Send Classifications in Salesforce Marketing Cloud allow you to define the nature of the email, distinguishing between commercial and transactional sends. By setting the appropriate send classification, the system understands the email's purpose, ensuring compliance with email regulations and best practices for transactional communications.

NEW QUESTION # 13

A marketing associate wants to ensure that valid and clean data is being captured in a data extension. What should help promote good data quality?

- A. Default values on each field
- B. Data Retention Policies
- **C. Proper data types on each field**

Answer: C

Explanation:

Using proper data types on each field in a data extension helps ensure that only valid data is entered and stored. Defining specific data types (e.g., Text, Number, Date) enforces data validation, which reduces the risk of errors and improves overall data quality. By setting appropriate data types, data integrity is maintained, and downstream processes can operate more effectively.

* Why Proper Data Types Matter: They help prevent input errors and ensure data consistency, making data extensions more reliable for segmentation, personalization, and reporting.

* Salesforce Documentation Reference: Check Data Extension Field Types for guidelines on selecting proper data types for data extension fields.

NEW QUESTION # 14

The marketing team at Northern Trail Outfitters is launching a reengagement program in an effort to regain some of its lapsed subscribers. They target a part of their lapsed subscriber suppression list and, after the first attempt, the bounce rate is higher than normal.

What is causing the deliverability issue?

- A. Customers had previously unsubscribed from All Subscribers.
- **B. Email addresses no longer exist with the service provider.**
- C. Email addresses have been flagged by List Detective.

Answer: B

Explanation:

When Northern Trail Outfitters' marketing team experiences a higher than normal bounce rate while launching a reengagement program targeting a segment of their lapsed subscriber suppression list, the deliverability issue is likely caused by the email addresses no longer existing with the service provider. This situation is common in reengagement campaigns targeting subscribers who have not interacted with the brand for an extended period, leading to outdated or abandoned email accounts.

Maintaining an up-to-date and clean email list is crucial for effective deliverability and avoiding unnecessary bounces. Regularly cleansing the email list and removing non-existent or inactive email addresses can help mitigate these issues and improve the overall success of reengagement efforts.

References: Salesforce Marketing Cloud documentation on email deliverability and list management emphasizes the importance of list hygiene and the impact of outdated email addresses on campaign performance and sender reputation.

NEW QUESTION # 15

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder. However, when defining the entry source, the specific data extension was not found.

How should the associate troubleshoot this issue?

- A. Ensure the data extension is testable.
- **B. Ensure the data extension is sendable.**
- C. Ensure a data retention setting is enabled.

Answer: B

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.

References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

NEW QUESTION # 16

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