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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 4	• 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 5	• 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.

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Our MC-101 questions pdf is up to date, and we provide user-friendly MC-101 practice test software for the Salesforce Certified Marketing Cloud Engagement Foundations exam. Moreover, we are also providing money back guarantee on all of Salesforce Certified Marketing Cloud Engagement Foundations test products. If the MC-101 braindumps products fail to deliver as promised, then you can get your money back. The MC-101 Sample Questions include all the files you need to prepare for the Salesforce MC-101 exam. With the help of the MC-101 practice exam questions and test software, you will be able to feel the real MC-101 exam scenario, and it will allow you to assess your skills.

Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q44-Q49):

NEW QUESTION # 44
The marketing team at Northern Trail Outfitters wants to test their new dynamic rewards template using internal team members' unique records to display their personalized data.
Which option should the associate use to configure Preview and Test?

- A. Based on entire list
- B. Based on subscriber record
- C. Based on test data extension

Answer: C

Explanation:
To test a new dynamic rewards template using internal team members' unique records to display personalized data, the associate should configure Preview and Test based on a test data extension. This option allows the associate to create a data extension specifically for testing purposes, populated with sample records that mimic the structure and content of the team members' data. This approach ensures that the preview and testing accurately reflect how the dynamic content will appear to recipients, facilitating a more effective review process.

NEW QUESTION # 45
Northern Trail Outfitters wants to send follow-up messages to shoppers that have added items to their shopping cart online but have yet to complete the transaction.
In a journey, how should an associate control repeat messages?

- A. Re-Entry only after exiting
- B. No Re-Entry
- C. Re-Entry Anytime

Answer: A

Explanation:
To manage follow-up messages in a journey, the "Re-Entry only after exiting" setting allows contacts to re- enter the journey after they have fully exited it. This is ideal for controlling repeated messages in scenarios like abandoned cart follow-ups, where you want to avoid sending repeat messages too frequently.
* Why Re-Entry Only After Exiting is Ideal: It prevents contacts from re-entering the journey repeatedly while they are still in it, reducing potential customer frustration from receiving redundant messages.
* Salesforce Documentation Reference: See Journey Builder Entry Settings for further insights.

NEW QUESTION # 46
A marketing associate at Cloud Kicks has just activated their first journey. The second email in the journey contains a discount code and is scheduled to be sent the following morning. Due to an issue with the vendor, the codes will be unavailable for 2 days.
How should the associate proceed?

- A. Stop the journey and restart it when codes are active.
- B. Update the Wait Activity in the journey to the correct date.
- C. Pause the journey and restart it when codes are active.

Answer: C

Explanation:
If an issue arises where discount codes will be unavailable for 2 days and the second email in the journey contains a discount code scheduled to be sent the following morning, the associate should pause the journey and restart it when the codes are active. Pausing the journey temporarily halts all activities without losing the progress or data of the contacts already in the journey. Once the discount codes are available, the journey can be restarted, ensuring that the communications are relevant and accurate.

NEW QUESTION # 47
GDPR is a comprehensive privacy law that limits the use of subscriber data in which region?

- A. USA
- B. Eu
- C. Canada

Answer: B

Explanation:
The General Data Protection Regulation (GDPR) is a comprehensive privacy law that applies to all individuals within the European Union. It regulates how companies can collect, process, and store personal data, aiming to protect the privacy rights of EU residents. Compliance with GDPR is required when handling data of individuals located within the EU, regardless of where the business is based.
* Scope of GDPR: It applies to any entity processing the personal data of EU residents, imposing strict rules on consent, data usage, and data security.
* Salesforce Documentation Reference: For GDPR compliance details, see Salesforce and GDPR.

NEW QUESTION # 48
A marketing associate at Cloud Kicks has created a promotional email and wants to send it to internal marketing, compliance, and sales teams. The teams currently consist of 15 individuals each.
How should the associate send a preview of the promotional email to the internal teams?

- A. Send a proof based on a Subscriber Preview.
- B. Enter the email addresses under Recipient in the test send.
- C. Send to a test data extension in the test send.

Answer: A

Explanation:
When a marketing associate at Cloud Kicks wants to send a preview of a promotional email to internal teams, the most efficient method is to send a proof based on a Subscriber Preview. This feature allows the sender to generate a preview of how the email will appear to recipients, including personalized content and dynamic elements. Sending a proof ensures that internal stakeholders such as marketing, compliance, and sales teams can review the email exactly as it would appear to the intended audience, allowing for comprehensive feedback on content, design, and compliance aspects.
This approach is particularly useful for internal reviews, as it provides a realistic representation of the customer experience, facilitating effective collaboration and quality assurance before the final send.
References: Salesforce Marketing Cloud documentation on Email Studio provides guidelines on sending proofs and using Subscriber Preview for internal testing and review of emails, ensuring that communications are thoroughly vetted before reaching the audience.

NEW QUESTION # 49
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