

Pass Guaranteed Quiz 2025 Salesforce MC-101: Salesforce Certified Marketing Cloud Engagement Foundations–High Pass-Rate Authorized Certification



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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 (Q20-Q25):

NEW QUESTION # 20

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members. When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- A. Data Retention
- **B. Send Relationship**
- C. Data Type

Answer: B

Explanation:

When creating a data extension aimed at targeting prospects or recent purchasers who are not loyal members for Northern Trail Outfitters, the associate needs to define the "Data Type" attribute appropriately. The "Data Type" attribute helps in specifying the kind of data each column in the data extension will hold, such as text, number, date, etc. In this context, a specific data type, possibly a Boolean (true/false) or a text field, could be used to indicate whether a customer is a loyalty member or not.

By properly setting up the data type for a loyalty member indicator field within the data extension, the marketing team can segment their audience effectively, ensuring that communications are directed appropriately to prospects or recent purchasers who are not yet part of the loyalty program.

References: The Salesforce Marketing Cloud documentation on data extensions includes guidance on defining data types for each field in a data extension, which is crucial for accurate data management and segmentation.

NEW QUESTION # 21

A marketing associate needs to set up a promotional email for Cloud Kicks within the email send flow. Which CAN-SPAM classification should the associate use?

- **A. Commercial**
- B. Transactional
- C. Account Default

Answer: A

Explanation:

For setting up a promotional email within the email send flow for Cloud Kicks, the associate should use the "Commercial" CAN-SPAM classification. This classification is used for emails that primarily contain advertising or promotional content, which is the case for a promotional email. Using the correct classification ensures compliance with CAN-SPAM Act requirements, such as providing a clear way for recipients to opt- out of future emails and including the sender's valid physical postal address in the email.

NEW QUESTION # 22

Cloud Kicks sends a digital receipt for all online orders. The receipt needs to be sent even if the subscriber has previously unsubscribed.

What should an associate use at time of send?

- **A. Transactional Send Classification**
- B. A Send Classification with honor list-level opt outs checked
- C. Commercial Send Classification

Answer: A

Explanation:

When sending digital receipts for online orders, even to subscribers who have previously unsubscribed from marketing communications, the appropriate send classification to use is the Transactional Send Classification.

This classification is used for emails that are essential to a transaction or service requested by the customer, such as order confirmations, shipping notifications, and digital receipts.

Transactional emails are exempt from typical subscription preferences because they are considered necessary for the fulfillment of the service or transaction that the customer has engaged in. By using a Transactional Send Classification, Cloud Kicks ensures that all customers receive their digital receipts, maintaining compliance with best practices and customer service standards.

References: Salesforce Marketing Cloud documentation on send classifications delineates the distinctions between commercial and transactional sends, highlighting the use of transactional classifications for essential service-related communications regardless of subscription status.

NEW QUESTION # 23

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

Answer: A

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 # 24

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

Answer: A

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 # 25

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