

Pass Salesforce MC-101 Exam—Experts Are Here To Help You



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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	• 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 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	• 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	• 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 (Q43-Q48):

NEW QUESTION # 43

The marketing team at Cloud Kicks wants to ensure its landing page's branding is consistent with its site, including options to update profile information and unsubscribe from specific lists.

Which asset should the associate create for this experience?

- A. Account-Level Footers
- **B. Custom Preference Center**
- C. Dynamic Content

Answer: B

Explanation:

A Custom Preference Center allows Cloud Kicks to create a branded landing page that lets subscribers manage their preferences, update profile information, and unsubscribe from specific lists. This helps maintain brand consistency and improves user experience by providing control over email preferences.

* Why a Custom Preference Center: It offers flexibility in design and functionality, ensuring a cohesive brand experience that aligns with Cloud Kicks' existing website branding.

* Salesforce Documentation Reference: For more information, refer to Creating a Custom Preference Center.

NEW QUESTION # 44

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

Answer: B

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 # 45

A marketing associate is tasked with making changes to an existing journey by reordering the emails it contains.

How should the associate meet this requirement?

- A. Create a new journey.
- B. Copy the existing journey.
- **C. Create a new journey version.**

Answer: C

Explanation:

When a marketing associate needs to make changes to an existing journey in Salesforce Marketing Cloud, such as reordering the emails it contains, the recommended approach is to create a new version of the journey.

This feature allows for modifications to be made while preserving the original journey structure and performance data. Creating a new journey version enables the associate to make necessary adjustments, test the changes, and then activate the new version without disrupting the existing journey's flow or performance.

This method ensures a smooth transition and allows for comparison between different journey versions, facilitating continuous improvement and optimization.

References: Salesforce Marketing Cloud's Journey Builder documentation provides guidance on managing journey versions, including how to create new versions to implement changes or test new configurations within an existing journey framework.

NEW QUESTION # 46

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

- A. Unsubscribes, Delivery Rate, and Goals
- **B. Goals, Population, and Alerts**
- C. Click Rate, Bounce Rate, and Alerts

Answer: B

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

* Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

* Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

* Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

References: Salesforce Marketing Cloud's documentation on Journey Builder includes details on the Journey Health Panel, outlining how it provides critical insights into journey performance and what components are included for review.

NEW QUESTION # 47

The marketing associate at Cloud Kicks wants to create a custom report to only track key performance indicators (KPIs) prioritized by leadership.

Which feature should the associate use?

- A. Email Studio Send Tracking
- B. Intelligence Reports
- **C. Marketing Cloud Engagement Reports**

Answer: C

Explanation:

To track key performance indicators (KPIs) prioritized by leadership, the associate should use Marketing Cloud Engagement Reports. These reports provide detailed insights into the performance of marketing activities, allowing for the analysis of various KPIs such as engagement rates, conversion rates, and other metrics that are crucial for evaluating the success of marketing efforts. Engagement Reports in Salesforce Marketing Cloud offer customizable options to focus on the specific KPIs that leadership has prioritized, providing a tailored view of campaign performance.

NEW QUESTION # 48

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