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## Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>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.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>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.</li></ul>

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### Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q28-Q33):

#### NEW QUESTION # 28

A marketing associate at Northern Trail Outfitters wants to send the final copy of the email in Content Builder to a group of 25 stakeholders. However, when they try to select the data extension in the Preview and Test section, the data extension is not visible. What is the reason the associate cannot see the data extension?

- A. The associate has insufficient user permissions to perform a test send.
- B. The data extension is empty and cannot be used for testing.
- C. The data extension has the Is Testable flag unchecked.

**Answer: C**

Explanation:

If a marketing associate at Northern Trail Outfitters is unable to see a data extension in the Preview and Test section when trying to perform a test send of an email in Content Builder, it could be because the data extension has the "Is Testable" flag unchecked. In Salesforce Marketing Cloud, data extensions can be configured with various properties, including the "Is Testable" flag, which determines whether the data extension is available for use in test sends and previews.

If this flag is not enabled for a specific data extension, it will not appear as an option in the Preview and Test section, preventing associates from selecting it for test sends. Enabling this flag on the data extension's properties allows it to be used for testing and previewing email content.

References: Salesforce Marketing Cloud documentation on data extensions provides insights into the properties and configurations of data extensions, including the "Is Testable" flag and its impact on the availability of data extensions for test sends and previews.

#### NEW QUESTION # 29

A marketing associate needs to import data from a field called Is Opted In. Upon review, the data values are all either 1 or 0 values. Which data type is most appropriate for this data?

- A. Text
- B. Boolean
- C. Number

**Answer: B**

Explanation:

For a field called "Is Opted In" with data values of 1 or 0, the most appropriate data type is Boolean. Boolean data types are used to represent true/false values, often signified by 1 for true and 0 for false. This data type is ideal for fields that indicate a binary condition, such as whether a subscriber has opted in or out of receiving communications.

#### NEW QUESTION # 30

The marketing team at Cloud Kicks has identified an audience for their upcoming journey that will refresh daily using a data filter in Automation Studio.

Which entry source should an associate use for the journey?

- A. Data Extension
- B. Salesforce Data Entry Event
- C. Audience

**Answer: A**

Explanation:

For Cloud Kicks' requirement to refresh an audience daily for an upcoming journey using a data filter in Automation Studio, the most suitable entry source for the journey would be a Data Extension. Data Extensions in Salesforce Marketing Cloud are powerful tools for managing and storing customer data. They can be easily integrated with Automation Studio, where a data filter can be applied to refresh the audience data on a daily basis.

By using a Data Extension as the entry source, the marketing team can ensure that the audience for their journey is dynamically updated based on the criteria set in the data filter. This ensures that the journey is always targeting the most relevant and up-to-date audience segment, thereby increasing the effectiveness of the marketing efforts.

References: Salesforce Marketing Cloud's documentation on Journey Builder and Automation Studio provides detailed insights on how to leverage Data Extensions as entry sources for journeys and how to utilize data filters in Automation Studio to dynamically update these audiences.

### NEW QUESTION # 31

A marketing associate at Cloud Kicks is creating a data extension for sending order confirmation emails to clients from a journey. The data extension has three ID fields: Order ID, Product ID, and Subscriber ID.

Which ID should the associate use in the Send Relationship section of the data extension?

- A. Order ID
- B. Product ID
- C. Subscriber ID

**Answer: C**

Explanation:

In the Send Relationship section of a data extension, the Subscriber ID should be used as it links the data extension to the subscribers within Salesforce Marketing Cloud. This ensures that the email is sent to the correct subscriber by matching the Subscriber ID with the unique identifier in the Marketing Cloud subscriber list.

\* Importance of Subscriber ID: This ID is essential for tracking and linking interactions, and ensuring that each email is accurately associated with the correct recipient within the journey.

\* Salesforce Documentation Reference: For more information on Send Relationships, see Setting Up Sendable Data Extensions.

### NEW QUESTION # 32

What unifies a customer across multiple channels?

- A. Contact Key
- B. Subscriber Key
- C. Primary Key

**Answer: A**

Explanation:

The Contact Key is the unique identifier that unifies a customer across multiple channels in Salesforce Marketing Cloud. It is used as a central reference to manage customer data across all Marketing Cloud applications, ensuring that all interactions, regardless of channel, are tied back to the same individual.

\* Why Contact Key is Essential: Unlike Subscriber Key, which is specific to Email Studio, the Contact Key is used across all channels, including Email Studio, Mobile Studio, and Journey Builder. This allows for a cohesive, cross-channel customer experience.

\* Salesforce Documentation Reference: Refer to the Salesforce Marketing Cloud Contact Model documentation for detailed information on Contact Keys and their role in unifying customer data.

### NEW QUESTION # 33

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