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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
Topic 2	• Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.
Topic 3	• Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.
Topic 4	• Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.

Salesforce Certified Platform Foundations Sample Questions (Q102-Q107):

NEW QUESTION # 102
Which Salesforce role should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base?

- A. Consultant
- B. Marketer
- C. Designer

Answer: B

Explanation:
The marketer role is the role that should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base. A marketer is a person who plans, executes, and analyzes marketing strategies and campaigns to promote a product, service, or brand. A marketer uses tools such as Marketing Cloud, Pardot, and Social Studio to create and manage personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile. A marketer also uses tools such as Audience Studio, Datorama, and Tableau to segment, target, and measure the impact of marketing campaigns. A consultant is a person who provides expert advice and guidance to clients on how to use Salesforce products and solutions to achieve their business goals. A consultant uses tools such as Service Cloud, Field Service, and MuleSoft to help clients improve their customer service, field operations, and data integration. A designer is a person who creates and develops the visual and interactive elements of digital experiences, such as websites, portals, and mobile apps. A designer uses tools such as Experience Cloud, Heroku, and Lightning Web Components to design and build engaging and responsive digital experiences for customers, partners, and employees.

NEW QUESTION # 103
A Salesforce associate is viewing information within a report and needs to export the data.
Into which types of files can the report be exported?

- A. PDF (,pdf) or Excel (,xlsx or ,xls)
- B. Excel (,xlsx or ,xls) file or comma- separated values (,csv)
- C. Word (,doc or .docx) or comma-separated values(.csv)

Answer: B

Explanation:
Excel (.xlsx or .xls) file or comma-separated values (.csv) are the types of files that the report can be exported into. Exporting a report allows the user to save the report data as a file that can be opened and edited in other applications, such as Microsoft Excel or Google Sheets. The user can choose to export the report as a formatted report, which preserves the report formatting and layout, or as a details only report, which includes only the report data without the formatting and layout. A formatted report can be exported as an Excel (.xlsx or .xls) file or a PDF (.pdf) file. A details only report can be exported as a comma-separated values (.csv) file. A Word (.doc or .docx) file is not a type of file that the report can be exported into.

NEW QUESTION # 104
Get Cloudy Consulting wants to implement Salesforce within its sales and service divisions, and automate several processes that involve both.
Which approach should they explore first?

- A. Programmatic
- B. Third-party consulting services
- C. Declarative

Answer: C

Explanation:
Declarative tools in Salesforce allow for process automation without the need for code. These tools, such as Process Builder, Flow Builder, and Approval Processes, enable users to configure automation that spans multiple divisions like sales and service. This approach is user-friendly, cost-effective, and faster to implement compared to programmatic solutions.
* B. Programmatic: Programmatic approaches (e.g., Apex code) should be used when declarative tools cannot meet specific complex requirements.
* C. Third-party consulting services: While consulting services may assist with implementation, exploring Salesforce's native tools should be the first approach.
References from Salesforce Documentation:
* Declarative vs. Programmatic Development
* Process Automation Overview

NEW QUESTION # 105
Get Cloud Consulting (GCC) currently uses separate platform for marketing sales, commerce, service, and information technology.
As GCC continues to grow, it decides to move all departments onto Salesforce.
What would provide GCC the most benefit by mobbing to the Salesforce Platform?

- A. Salesforce provides a complete view of a company's customers on one unified platform.
- B. Salesforce saves companies money by eliminating the need to purchase licenses for multiple systems.
- C. Salesforce increases security by only requiring employees to remember one password.

Answer: A

Explanation:
The most benefit that GCC would get by moving to the Salesforce Platform is that it provides a complete view of a company's customers on one unified platform. This means that GCC can access and manage all the data and processes related to its marketing, sales, commerce, service, and IT departments from one place, without having to switch between different systems or platforms. This also enables GCC to have a 360-degree view of its customers, which helps it deliver personalized and consistent experiences across all touchpoints.

NEW QUESTION # 106
A Salesforce associate at Get Cloudy Consulting needs a list of all active contacts grouped by Account. What is the first step in building this report?

- A. Create a new report using the Contacts & Accounts report type.
- B. Create a joined report with accounts and contacts.
- C. Create a Contacts report with a filter on Account.

Answer: A

Explanation:
The first step in building a report that shows all active contacts grouped by account is to create a new report using the Contacts & Accounts report type. The report type determines the objects and fields that are available for the report. The Contacts & Accounts report type allows users to report on contacts and their related accounts, as well as account fields such as industry, annual revenue, and number of employees

NEW QUESTION # 107

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