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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details

Topic 1	• 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 2	• 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.
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	• 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.

Salesforce Certified Platform Foundations Sample Questions (Q78-Q83):

NEW QUESTION # 78

Get Cloudy Consulting (GCC) is currently tracking forecasting and revenue data in a spreadsheet and wants migrate this data to Salesforce.

Which solution should GCC consider?

- A. Marketing Cloud
- B. CRM Analytics
- **C. Sales Cloud**

Answer: C

Explanation:

The Sales Cloud is the solution that GCC should consider to migrate their forecasting and revenue data to Salesforce. The Sales Cloud is a set of products and solutions designed specifically for sales teams, such as account and contact management, opportunity management, lead management, forecasting, and analytics. The Sales Cloud allows the user to track and manage the entire sales cycle, from lead generation to deal closure, and measure the performance and revenue of the sales team. The Marketing Cloud is a set of products and solutions designed specifically for marketing teams, such as email marketing, social media marketing, web marketing, and mobile marketing. The Marketing Cloud allows the user to create and manage personalized marketing campaigns across multiple channels, and segment, target, and measure the impact of the marketing campaigns. The CRM Analytics is a set of products and solutions that provide business intelligence and data visualization tools, such as Einstein Analytics and Tableau. The CRM Analytics allows the user to explore and analyze data from Salesforce and other sources, and create interactive dashboards and reports to gain insights and make data-driven decisions.

NEW QUESTION # 79

An organization wants to implement Salesforce into its business model. The requirements include:

- * Operations management
- * Program management
- * Grantmaking
- * Fundraising
- * Marketing
- * Engagement

Which cloud is preconfigured to handle all of these requirements?

- A. Analytics
- B. Experience
- **C. Nonprofit**

Answer: C

Explanation:

The Nonprofit Cloud is preconfigured to handle all of the requirements listed, such as operations management, program management, grantmaking, fundraising, marketing, and engagement. The Nonprofit Cloud is a set of solutions that helps nonprofits drive greater impact through connected experiences.

NEW QUESTION # 80

A Salesforce associate wants to connect with other Salesforce associates in their local area.

Which Salesforce resource allows them to network and collaborate with others based on role and location?

- **A. Trailblazer Community Groups**
- B. Trailblazer Connect
- C. Salesforce Interest Groups

Answer: A

Explanation:

Trailblazer Community Groups are the Salesforce resource that allows associates to network and collaborate with others based on role and location. Trailblazer Community Groups are local or virtual gatherings of Salesforce enthusiasts who share best practices, learn new skills, and support each other. There are different types of groups for different interests, such as admins, developers, marketers, women in tech, and more.

NEW QUESTION # 81

A Salesforce associate has received a request to create new users for a group of new employees.

Where can the associate check the number of licenses available to be assigned to the new employees

- A. User Management Settings
- B. Salesforce Help
- **C. Company Information**

Answer: C

Explanation:

The company information page shows the number of licenses available to be assigned to the new employees, as well as other details about the organization.

NEW QUESTION # 82

The Health Department wants to gain more insight into its patient data than what Salesforce Dashboards can provide.

Which Salesforce product should the department use?

- A. Health Cloud
- B. Experience Cloud
- **C. CRM Analytics**

Answer: C

Explanation:

CRM Analytics is the Salesforce product that the Health Department should use to gain more insight into its patient data than what Salesforce Dashboards can provide. CRM Analytics is a cloud-based analytics platform that allows users to explore data, discover insights, and make data-driven decisions. CRM Analytics can connect to various data sources, including Salesforce and external systems, and provide interactive visualizations, AI-powered insights, and predictive modeling

NEW QUESTION # 83

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