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Microsoft NAB 101 Microsoft 365 Fundamentals 2

Product license	License required
Windows 10 Pro Upgrade	Required Not required
Microsoft Office Professional	Required Not required
Windows Server	Required Not required
Microsoft Exchange Client Access	Required Not required

Answers:

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Microsoft Office Professional	Required Not required
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Microsoft Exchange Client Access	Required Not required

References:
https://docs.microsoft.com/en-us/windows/10/upgrade/windows-10-upgrade#microsoft-365-essential-features

NEW QUESTIONS # 137?
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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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	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.

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	• 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 5	• 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.

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q23-Q28):

NEW QUESTION # 23

The marketing team at Northern Trail Outfitters wants to use a Smart Capture form to manage consent before sending SMS messages to customers.

Which feature should the associate use?

- A. Contact Builder
- **B. CloudPages**
- C. Email Studio

Answer: B

Explanation:

CloudPages is the feature that allows the creation of Smart Capture forms within Salesforce Marketing Cloud.

Using CloudPages, Northern Trail Outfitters can set up a form to collect consent specifically for SMS messaging. This form can be designed to manage preferences, gather customer information, and confirm opt-in for SMS, ensuring compliance with consent regulations.

* Why CloudPages: It offers the flexibility to create forms and landing pages that collect customer data directly into Marketing Cloud, and Smart Capture enables easy integration with data extensions.

* Salesforce Documentation Reference: For more details, refer to CloudPages and Smart Capture Overview.

NEW QUESTION # 24

What should a marketing associate use to identify a unique contact across various channels?

- A. Email Address
- B. Mobile Number
- **C. Contact Key**

Answer: C

Explanation:

A unique contact across various channels in Marketing Cloud is identified using the Contact Key. The Contact Key is a unique identifier assigned to each contact in the system, allowing for consistent identification of an individual across different channels and interactions within Marketing Cloud. This ensures a unified view of the contact's engagement and interactions, facilitating cross-channel marketing strategies and personalized customer journeys.

NEW QUESTION # 25

Which field is used to uniquely identify an individual across multiple channels in Marketing Cloud Engagement?

- A. Email Address
- B. Mobile Number
- **C. Contact Key**

Answer: C

Explanation:

The Contact Key is used to uniquely identify an individual across multiple channels in Marketing Cloud Engagement. It serves as a unique identifier for each contact in the system, allowing for the integration and coordination of marketing activities across different channels such as email, mobile, social, and others. The Contact Key remains consistent for a given individual across different interactions and campaigns, providing a unified view of the customer.

NEW QUESTION # 26

The marketing team at Northern Trail Outfitters wants to send birthday discount coupons to its recipients and to accommodate family members who want to opt in together with a single email address.

Which attribute should an associate use to uniquely identify each family member?

- A. Primary Key
- B. Full Name
- **C. Subscriber Key**

Answer: C

Explanation:

In the scenario where the marketing team at Northern Trail Outfitters wants to send birthday discount coupons to recipients and accommodate family members who share a single email address, the most appropriate attribute to use for uniquely identifying each family member is the Subscriber Key. The Subscriber Key is a unique identifier in Salesforce Marketing Cloud that allows for the differentiation of individuals even if they share the same email address.

By assigning a unique Subscriber Key to each family member, the marketing team can ensure that personalized content, such as birthday discounts, is appropriately targeted and managed for each individual, regardless of the email address being shared. This approach allows for more personalized and targeted marketing efforts, enhancing the customer experience and engagement.

References: Salesforce Marketing Cloud documentation on Subscriber Management clearly outlines the importance and use of the Subscriber Key for unique identification of subscribers in scenarios where multiple users might share the same contact information, such as an email address.

NEW QUESTION # 27

A marketing associate at Northern Trail Outfitters is preparing to send a promotional email and needs to send a test email to a specific stakeholder.

Which method should the associate use to send the email?

- A. Add the stakeholder's email address to a Triggered Send data extension and configure a one-off Triggered Send.
- **B. Generate and preview the email in Email Studio, and manually enter the stakeholder's email address and send a test.**
- C. Create a Single Send journey with two activities; the first to create a new contact for the stakeholder and the second to send out the email.

Answer: B

To send a test email to a specific stakeholder, the most direct and straightforward method is to generate and preview the email in Email Studio, then manually enter the stakeholder's email address and send a test. This approach allows for a quick and efficient way to ensure that the email appears as intended before sending it out to the broader audience. It is a common practice for reviewing email designs and content with stakeholders.

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