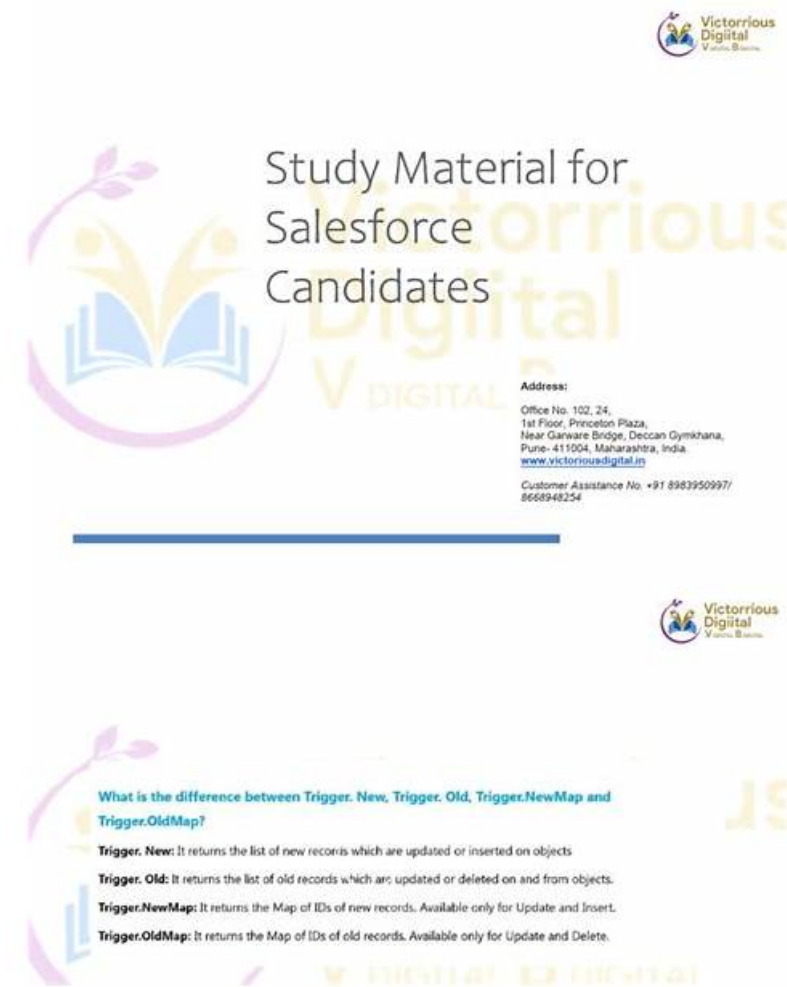


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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• 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 2	• 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 3	• 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 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	• 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.

>> Valid MC-101 Test Objectives <<

Pass Guaranteed Quiz 2025 Trustable MC-101: Valid Salesforce Certified Marketing Cloud Engagement Foundations Test Objectives

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Salesforce Certified Marketing Cloud Engagement Foundations Sample Questions (Q117-Q122):

NEW QUESTION # 117

A marketing associate at Cloud Kicks has a list of contacts that needs to be imported into a data extension which has the following three attributes:

- *ContactID contains the unique identifier for the contact
- *MobileNumber contains the mobile number of the contact
- *EmailAddress contains the email address of the contact

Which option should the associate use as the primary key of the data extension to ensure no duplicates are included in the data?

- A. EmailAddress
- **B. ContactID**
- C. MobileNumber

Answer: B

Explanation:

For the marketing associate at Cloud Kicks importing a list of contacts into a data extension with attributes like ContactID, MobileNumber, and EmailAddress, the best choice for the primary key would be ContactID.

The primary key in a data extension is used to ensure uniqueness of each record, preventing duplicate entries.

Given that ContactID is described as the unique identifier for each contact, it naturally serves as the most appropriate choice for the primary key.

Using ContactID as the primary key guarantees that each contact will be represented only once in the data extension, regardless of whether they might have multiple email addresses or mobile numbers over time. This approach aligns with best practices in database management and data integrity.

References: Salesforce Marketing Cloud documentation emphasizes the importance of selecting an appropriate primary key for data extensions to maintain data quality and ensure the uniqueness of records.

NEW QUESTION # 118

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. Subscriber ID**
- C. Product ID

Answer: B

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 # 119

The digital marketing associate at Northern Trail Outfitters is looking for self-paced learning content about Journey Builder functionality.

Which resource should the associate use?

- **A. Trailhead**
- B. Salesforce Developer Center
- C. Salesforce Help & Training

Answer: A

Explanation:

For self-paced learning content about Journey Builder functionality, the associate should use Trailhead.

Trailhead is Salesforce's interactive, gamified learning platform that offers modules and trails for various Salesforce products and features, including Journey Builder. It provides a range of resources from beginner to advanced levels, making it an ideal place for digital marketing associates to learn at their own pace and enhance their skills in utilizing Journey Builder effectively.

NEW QUESTION # 120

An associate is tasked with setting up an email broadcast using a Single Send journey in Journey Builder.

However, when defining the entry source, the specific data extension was not found.

How should the associate troubleshoot this issue?

- **A. Ensure the data extension is sendable.**
- B. Ensure the data extension is testable.
- C. Ensure a data retention setting is enabled.

Answer: A

Explanation:

If an associate is unable to find a specific data extension when setting up an email broadcast using a Single Send Journey in Journey Builder, the first troubleshooting step is to ensure that the data extension is configured as sendable. A sendable data extension is one that has been set up with a clear relationship to a subscriber or contact record, allowing it to be used as an entry source for sending emails.

This setup includes specifying a field in the data extension that relates to the subscriber key or contact key in Marketing Cloud, enabling the platform to link each record in the data extension to an individual subscriber or contact for email sends.

References: Salesforce Marketing Cloud documentation on data extensions and journey configuration details the requirements for a data extension to be recognized as sendable, including the necessary configuration steps to establish the relationship to subscriber or contact records.

A marketing associate at Northern Trail Outfitters wants to confirm a possible Marketing Cloud Engagement outage before escalating.

- A. Trailblazer Community
- B. Salesforce Trust Site
- C. Salesforce Help & Training

Explanation:

NEW QUESTION # 122

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