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Salesforce MC-101 Exam Syllabus Topics:

Topic	Details
Topic 1	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 2	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 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	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 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 (Q109-Q114):

NEW QUESTION # 109

A marketing associate at Cloud Kicks is tasked with creating a cloud page to capture interest around an upcoming shoe release. The page needs to be simple, mobile friendly, and functional on all modern devices and browsers.

Which type of content should the associate use?

- **A. Landing Page**
- B. Interactive Code Resource
- C. Mobile Push Page

Answer: A

Explanation:

For creating a cloud page to capture interest around an upcoming shoe release, the associate should use a Landing Page. Landing Pages in Salesforce Marketing Cloud are designed to be mobile-friendly and functional across modern devices and browsers, providing a versatile platform for creating engaging web content. They offer a variety of templates and customization options, making it easier to design a simple yet effective page that aligns with the campaign's objectives.

NEW QUESTION # 110

A marketing associate needs to set up a promotional email for Cloud Kicks within the email send flow.

Which CAN-SPAM classification should the associate use?

- **A. Commercial**
- B. Transactional
- C. Account Default

Answer: A

Explanation:

For setting up a promotional email within the email send flow for Cloud Kicks, the associate should use the "Commercial" CAN-SPAM classification. This classification is used for emails that primarily contain advertising or promotional content, which is the case for a promotional email. Using the correct classification ensures compliance with CAN-SPAM Act requirements, such as providing a clear way for recipients to opt- out of future emails and including the sender's valid physical postal address in the email.

NEW QUESTION # 111

. Northern Trail Outfitters (NTO) sends promotional emails with varying sender names and addresses based on the nearest store location to each subscriber. This feature has been scripted by NTO's Marketing Cloud Engagement developer. Each time a marketing associate sends out an email, they need to ensure this feature is activated.

Which setting in the email send flow controls this?

- A. Delivery Profile
- **B. Sender Profile**

- C. From Address Management

Answer: B

Explanation:

In Salesforce Marketing Cloud Engagement, the Sender Profile setting within the email send flow controls the sender's name and email address that recipients see. For Northern Trail Outfitters (NTO), which uses varying sender names and addresses based on the nearest store location to each subscriber, the Sender Profile is crucial. It can be scripted or configured to dynamically change based on specific criteria, such as subscriber location, to personalize the sender information for each email send.

By ensuring the correct Sender Profile is selected or the appropriate script is included in the Sender Profile, marketing associates can activate this personalized feature for each email campaign, enhancing the relevance and personalization of their communications.

References: Salesforce Marketing Cloud documentation on email sending configurations provides detailed guidance on setting up and using Sender Profiles, including how to incorporate dynamic content and scripts to personalize sender information.

NEW QUESTION # 112

A marketing associate has a list of contacts that needs to be imported into a data extension from a text file.

Which type of data extension should the associate use to complete this task?

- A. Standard data extension
- B. Filtered data extension
- C. Random data extension

Answer: A

Explanation:

When a marketing associate needs to import a list of contacts from a text file into Salesforce Marketing Cloud, the most suitable type of data extension to use is a Standard Data Extension. Standard Data Extensions are versatile and can easily accommodate data imported from various sources, including text files. They allow for the creation of custom fields that can match the structure of the imported data, ensuring that all relevant information from the text file is accurately captured and stored within Marketing Cloud. Standard Data Extensions are designed for scenarios where data needs to be imported and stored for segmentation, targeting, and personalization within marketing campaigns. They provide the flexibility to define the schema that matches the imported data and are the foundational element for managing customer data within the platform.

References: Salesforce Marketing Cloud documentation on data extensions provides comprehensive details on how to create and manage Standard Data Extensions, including the import of data from external sources like text files.

NEW QUESTION # 113

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. ContactID
- B. MobileNumber
- C. EmailAddress

Answer: A

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

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