

Salesforce Certified Marketing Cloud Engagement Foundations

Salesforce MC-101

Version Demo

Total Demo Questions: 14

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Topic Break Down

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QUESTION NO: 1

A marketing associate at Cloud Kicks sends a weekly email campaign about special events to its customers. They want to ensure that customers can opt- out of emails If they no longer want to receive this Information.

How should the associate accomplish this?

- A. Have customer log in to their account and update profile.
- B. Provide a postal mailing address as a minimum.
- C. Set up a footer in the email with an unsubscribe link.

ANSWER: C

Explanation:

Set up a footer in the email with an unsubscribe link. Marketing Cloud Engagement email sends should give subscribers a clear, accessible way to withdraw consent for future commercial email. An unsubscribe link in the email footer directs recipients to an unsubscribe or subscription-preference experience, where Marketing Cloud Engagement can record their choice and prevent future sends according to the account's unsubscribe settings. This supports permission-based marketing and helps maintain a healthy sender reputation by honoring recipients' communication preferences.

In Marketing Cloud Engagement, the standard profile and subscription-management features are designed for this purpose. The platform provides an unsubscribe mechanism that can be included through email content and managed through the account's subscription and publication-list configuration. Senders should ensure the link is conspicuous, functional, and included consistently in recurring promotional campaigns. Salesforce Trailhead describes the use of subscription centers and unsubscribe links to manage subscriber preferences, while Salesforce's Email Studio documentation covers the required compliance and unsubscribe capabilities for commercial email sends. See [Salesforce Trailhead: Manage Subscribers](#) and [Salesforce Help: CAN-SPAM Compliance](#).

QUESTION NO: 2

Northern Trail Outfitters uses multiple IP addresses for email sending and needs to designate which IP address should be used.

Which functionality should a marketing associate utilize?

- A. Delivery Profile
- B. Sender Profile
- C. Security Settings

ANSWER: A

Explanation:

Delivery Profile is the correct functionality because it controls delivery-specific settings for an email send, including the IP address used to send the message. In Marketing Cloud Engagement, an account that has multiple dedicated IP addresses can use a delivery profile to select the appropriate IP address for a particular send or sending purpose. This enables the organization to separate traffic streams, such as transactional and promotional email, and to manage sending reputation according to its IP-warming and deliverability strategy. A delivery profile can also define settings such as the header and footer content associated with the send, helping standardize delivery configuration across messages and campaigns. The marketing associate can create or select the applicable delivery profile when configuring a send definition, ensuring messages are routed through the intended IP address rather than relying on a default assignment. Salesforce describes delivery profiles as the mechanism for specifying the IP address and other delivery details used for sends. For implementation context, see Salesforce Trailhead's [email creation and send configuration guidance](#) and Salesforce Help's [Delivery Profiles documentation](#).

QUESTION NO: 3

GDPR is a comprehensive privacy law that limits the use of subscriber data in which region?

- A. USA
- B. Eu
- C. Canada

ANSWER: B

Explanation:

The correct answer is **European Union (EU)**. The General Data Protection Regulation (GDPR) is the European Union's data-protection and privacy regulation. It establishes requirements for how organizations collect, use, store, secure, and share personal data relating to people in the EU and European Economic Area (EEA). For Marketing Cloud Engagement users, subscriber data such as email addresses, contact details, identifiers, preferences, and tracking data can constitute personal data. Organizations that process this information must use an appropriate lawful basis, provide transparent privacy information, respect data-subject rights, and apply suitable technical and organizational safeguards. GDPR can also apply to an organization located outside the EU when it offers goods or services to, or monitors the behavior of, individuals in the EU. This broad territorial scope is important for marketers because the organization's location does not by itself determine whether GDPR obligations apply; the location and activities of the affected individual matter. Salesforce provides privacy and data-protection resources to help customers understand their responsibilities when using its services. See the European Commission's [GDPR overview](#) and Salesforce's [Privacy Center](#).

QUESTION NO: 4

DreamHouse Realty (DR) is creating a Smart Capture form using CloudPages to capture contacts ' preferences. DR has already created the data extension for the results of the form.

Which fields should DR require prior to the form being submitted?

- A. Contact ' s Name, Email Address, Phone Number, and Preferences
- B. Contact ' s Name, Email Address, and Communication Opt-In
- C. Contact ' s Name, Email Address, and Mailing Address

ANSWER: B

Explanation:

Contact ' s Name, Email Address, and Communication Opt-In is the appropriate required-field set because it captures the core information needed to identify and communicate with a contact while documenting that the person has granted permission to receive marketing communications. An email address provides the addressable channel for email messaging, and a name supports basic identification and personalization. Requiring an explicit communication opt-in helps DreamHouse Realty maintain a permission-based subscriber list and retain evidence of the contact's consent choice. Salesforce describes Smart Capture as a CloudPages feature that collects form data and adds or updates records in a selected data extension, so the required fields should be deliberately limited to information the organization needs at submission. This supports a lower-friction experience while still collecting the data necessary to create a usable, consented contact record. The preferences themselves can be presented on the form and stored in the data extension; the opt-in requirement ensures the resulting record is eligible for the intended permission-based communications. For implementation guidance, see [Salesforce Help: Smart Capture](#) and Salesforce's [Privacy Center](#).

QUESTION NO: 5

The marketing team at Northern Trail Outfitters recently consolidated its old subscriber data from legacy systems. Shortly after, the marketing associate began receiving complaints.

Which approach should the marketing associate take to reduce complaints?

- A. Include the latest promotions in future emails to increase open rates.
- B. Test content without personalization to understand its impact.
- C. Send an opt-in email to the consolidated list to reconfirm their consent.

ANSWER: C

Explanation:

Sending an opt-in email to the consolidated list to reconfirm consent is the appropriate approach because legacy subscriber data can contain outdated addresses, stale preferences, or records for people who no longer expect messages from the brand. A reconfirmation campaign gives recipients a clear opportunity to actively confirm that they want to continue receiving communications. Mailing only to people who reconfirm helps create a more permission-based, engaged audience and reduces the likelihood that recipients will report future messages as unwanted.

Consent and subscriber expectations are fundamental to responsible email marketing. After a consolidation, the organization should validate that the permission associated with imported records remains meaningful for the current messaging program, especially when the source systems, collection methods, or age of the data vary. The reconfirmation message should clearly identify the sender, state what type of communications the subscriber is choosing to receive, and provide a straightforward way to decline. Marketing Cloud Engagement's permission-based marketing guidance emphasizes obtaining and maintaining permission, honoring subscriber choices, and using relevant communications to support healthy list quality. Salesforce also provides tools and practices for managing subscriber status and unsubscribe requests. See [Salesforce permission-based marketing guidance](#) and [Salesforce subscriber management documentation](#).

QUESTION NO: 6

Northern Trail Outfitters is preparing a new campaign directed to all prospects or recent purchasers who are not loyal members.

When creating a data extension, which attribute should the associate define in order to reach loyalty member prospects?

- A. Send Relationship
- B. Data Type
- C. Data Retention

ANSWER: A

Explanation:

Send Relationship is the correct data extension attribute because it establishes how records in the data extension relate to subscribers or contacts who can receive Marketing Cloud Engagement messages. When a data extension is configured as sendable, its Send Relationship maps a field in that extension—typically a customer ID, email address, or another unique identifier—to the appropriate subscriber identifier. This enables Marketing Cloud Engagement to resolve the selected prospect or purchaser records to sendable contacts when the campaign audience is used for an email send.

For Northern Trail Outfitters, the audience can be filtered using its purchaser and loyalty-status data, while the Send Relationship ensures that each qualifying record is correctly associated with the person to whom the campaign should be sent. In practice, the mapped value should be stable, unique, and aligned with the organization's contact-key strategy, helping maintain consistent identity across sends and channels. Salesforce describes sendable data extensions and the relationship to the All Subscribers list in its documentation: [Salesforce Help: Data Extensions](#). For additional guidance on creating and configuring data extensions, see [Trailhead: Create Data Extensions](#).

QUESTION NO: 7

Northern Trail Outfitters (NTO) wants to ensure that stale commerce data is cleared from Marketing Cloud Engagement. NTO requires that the abandoned cart data only be held for 7 days.

Which feature should the marketing associate use to meet this requirement?

- A. Send Relationship
- B. Contact Delete
- C. Data Retention Policy

ANSWER: C

Explanation:

Data Retention Policy is the appropriate feature because it lets Marketing Cloud Engagement automatically remove data from a data extension after a configured retention period. For NTO's abandoned-cart data extension, the marketing associate can configure a retention period of seven days so that records older than that period are deleted without requiring a manual cleanup process or a separate automation. This helps keep commerce-related data current and supports the organization's requirement to retain the data for only the necessary duration. Retention settings can be configured when creating a data extension, and the policy can be set to delete individual records based on their age or delete the entire data extension, depending on the intended data-management approach. In this scenario, record-level retention is typically the suitable configuration because the abandoned-cart data extension can continue receiving current cart records while expired records are automatically cleared. Salesforce documents data retention as a Data Extension setting used to specify how long records remain available before deletion. See Salesforce's [Data Retention Policy documentation](#) and the [Data Extension creation documentation](#) for retention configuration details.

QUESTION NO: 8

A new subscriber signs up for a newsletter at Cloud Kicks and receives a welcome email.

What is the subscriber's status on the All Subscribers list in Email Studio?

- A. Active
- B. Sent
- C. Opted In

ANSWER: A

Explanation:

Active is the correct status. In Marketing Cloud Engagement Email Studio, the All Subscribers list is the account-level record of subscriber status for email sending. When a person signs up for a newsletter and is eligible to receive the welcome email, their subscriber record is created or maintained with an Active status. Active indicates that the subscriber can receive commercial email messages from the account, subject to the applicable publication list and subscription preferences.

The All Subscribers list is distinct from individual publication lists. A publication list can capture whether a subscriber has chosen to receive a particular category of messages, such as a newsletter, while the All Subscribers status governs the broader account-level sendability of that subscriber. Therefore, a newly subscribed contact who receives a welcome message is Active in All Subscribers. Salesforce's Email Studio documentation describes subscriber statuses and explains that Active subscribers can receive email sends. See [Salesforce: Subscriber Statuses](#) and [Salesforce: All Subscribers List](#).

QUESTION NO: 9

The marketing team at Cloud Kicks notices that several hard bounces have occurred in their last email send.

What is causing the email to hard bounce?

- A. The recipient's mailbox is temporarily unavailable.

B. The subscriber ' s mailbox is full.

C. The email address is invalid.

ANSWER: C

Explanation:

The email address is invalid. A hard bounce indicates that the receiving mail server has permanently rejected the message because delivery to that address is not possible. In Marketing Cloud Engagement, this commonly occurs when an address does not exist, the mailbox has been disabled or deleted, or its domain is invalid or no longer accepts mail. Because the condition is permanent rather than temporary, continued attempts to send to the address would not resolve the delivery issue.

Marketing Cloud Engagement uses bounce information to help protect sender reputation and maintain list quality. Contacts associated with hard bounces should be reviewed as part of regular data hygiene processes, with the source of the address checked when appropriate. Maintaining valid, permission-based subscriber data helps reduce undeliverable mail and supports reliable email deliverability over time. Salesforce's email deliverability learning materials describe bounces as an important signal for list health and explain the need to manage invalid addresses appropriately. See [Salesforce Trailhead: Marketing Cloud Email Deliverability](#) and [Salesforce Help: Bounces](#).

QUESTION NO: 10

Northern Trail Outfitters (NTO) wants to send a special message to subscribers who have interacted with its email messages within the same journey.

Which Journey Builder activity should NTO use to help create a segment of those subscribers?

A. Decision Split

B. Random Split

C. Engagement Split

ANSWER: C

Explanation:

Engagement Split is the appropriate Journey Builder activity because it evaluates whether a contact engaged with a message sent earlier in the current journey. NTO can configure the split around tracked email behavior, such as whether a subscriber opened an email or clicked a link, and send subscribers who meet the selected engagement condition down the path containing the special message. This lets the journey respond to each subscriber's actual behavior rather than relying on a preexisting audience segment or an arbitrary allocation.

For example, NTO can place an Engagement Split after an email activity, select that journey email as the message to evaluate, set an evaluation period, and define the engagement criteria. Contacts who interact during that window continue on the engagement path, where NTO can deliver the tailored follow-up. The split supports timely, behavior-based personalization while keeping the decision and follow-up communication within one journey. Salesforce describes engagement decisioning in Journey Builder and how it uses email tracking events in its Journey Builder learning material: [Salesforce Trailhead: Create Journey Builder Decisions](#). For background on email engagement tracking, see [Salesforce Help: Email Tracking](#).

QUESTION NO: 11

The marketing team at Northern Trail Outfitters wants insight into why its subscribers are unable to receive emails as intended.

Which metric should the associate review to get more information?

A. Click Rate

- B. Open Rate
- C. Bounce Rate

ANSWER: C

Explanation:

Bounce Rate is the appropriate metric because it measures the portion of sent email messages that could not be delivered successfully to their intended subscribers. Reviewing this rate helps the marketing team identify whether delivery failures are occurring at a meaningful level and prompts deeper investigation into the cause of those failures. In Marketing Cloud Engagement, bounce information can distinguish between temporary delivery problems, such as a recipient mailbox being full or a receiving server being temporarily unavailable, and permanent problems, such as an invalid or non-existent email address. This information is directly relevant when subscribers are unable to receive messages as intended.

Monitoring Bounce Rate also supports healthy sending practices. A sustained or unexpected increase can signal list-quality issues, changes in subscriber addresses, or receiving-domain filtering that requires attention. Marketers can use tracking and bounce details to improve data hygiene, manage undeliverable addresses appropriately, and protect sender reputation over time. Salesforce's deliverability learning materials describe bounces as messages that are not delivered and explain their importance to email-sending performance. See [Salesforce Trailhead: Email Deliverability Basics](#) and [Salesforce Help: Bounce Mail Management](#).

QUESTION NO: 12

Northern Trail Outfitters has many email sends and wants to create a data extension to gather this information.

Which template type will generate the email send in the data extension?

- A. Reports
- B. Data View
- C. Send Logging

ANSWER: C

Explanation:

Send Logging is the appropriate template type because it creates a data extension designed to capture detailed, send-level information each time an email is sent. Marketing Cloud Engagement uses the send log data extension to record data associated with a send, including attributes available at send time and any additional fields the marketer configures for logging. This provides Northern Trail Outfitters with a persistent, queryable record of its email-send activity, which is useful when it needs information beyond aggregate tracking metrics or needs to retain specific subscriber and personalization context for each send.

After the send logging data extension is created and configured, it is selected in the account's Send Logging settings. Marketing Cloud Engagement then writes a row to that data extension as qualifying email sends occur. The data can subsequently be reviewed, queried with SQL, or combined with other data extensions for analysis and reporting. Salesforce notes that send logging is intended for recording send-event information and requires a properly structured data extension created for this purpose. See Salesforce's [Send Logging documentation](#) and the [Email Studio Trailhead module](#) for related Email Studio and data-management context.

QUESTION NO: 13

Which CAN-SPAM requirements should a marketing associate be aware of in regard to unsubscribing from commercial emails?

- A. Providing a mechanism that does NOT require a subscriber to log in to unsubscribe
- B. Requiring the subscriber to complete a survey before allowing them to unsubscribe

C. Mandating subscribers to provide a reason for opting out before allowing them to unsubscribe

ANSWER: A

Explanation:

Providing a mechanism that does NOT require a subscriber to log in to unsubscribe is correct because CAN-SPAM requires commercial email senders to provide a clear, conspicuous, and functional way for recipients to opt out of future messages. The process must be straightforward and cannot impose barriers that make exercising the opt-out choice unnecessarily difficult. In particular, a sender cannot require a recipient to pay a fee, provide information beyond an email address and opt-out preferences, or take steps other than replying to an email or visiting a single internet page to submit the request. Requiring account authentication would commonly add an unnecessary hurdle, especially when a recipient may not have an account or may no longer be able to access it. Marketing teams should therefore use accessible unsubscribe links that lead directly to a simple preference or confirmation page. Once an opt-out request is received, it must be honored within 10 business days, and the opt-out mechanism must remain capable of processing requests for at least 30 days after the email is sent. These practices support lawful consent and preference management. See the [FTC CAN-SPAM Act Compliance Guide](#) and the [FTC CAN-SPAM Rule](#).

QUESTION NO: 14

Management at Cloud Kicks (CK) requests a campaign to grow its audience base. CK needs to ensure the captured emails are sent to the intended and confirmed recipients worldwide.

What should the associate use to satisfy the request?

- A. Service calls opt-in
- B. Single opt-in
- C. Double opt-in

ANSWER: C

Explanation:

Double opt-in is the appropriate approach because it verifies both the email address and the subscriber's intent before promotional messages are sent. After a person submits a signup form, Marketing Cloud Engagement sends a confirmation message to the address provided. The person must then follow the confirmation link or otherwise complete the confirmation action. This helps ensure that the address belongs to a reachable recipient who actively requested communications, rather than being mistyped, submitted by someone else, or entered without the owner's knowledge.

For a campaign intended to grow an audience worldwide, this confirmation step supports a higher-quality subscriber list and a permission-based marketing practice. Verified permission can reduce undeliverable mail, complaints, and the likelihood of sending to recipients who did not request the brand's messages. It also provides a stronger consent record, which is valuable when operating across jurisdictions with differing privacy and electronic-marketing requirements. Salesforce describes permission-based email practices and the role of obtaining and maintaining subscriber consent in its [Permission-Based Email Marketing](#) Trailhead module. For additional guidance on consent and subscriber data, review Salesforce's [data protection and privacy documentation](#).