



Free Salesforce MC-101 Practice Questions

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Question 1

Question Type: MultipleChoice

Which key allows marketers to manage customers subscribed to multiple channels as one unique profile?

Options:

- A- Primary Key
- B- Contact Key
- C- API Key

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Answer:

B

Explanation:

In Salesforce Marketing Cloud, the Contact Key serves as a unique identifier for each customer across multiple channels, allowing marketers to manage and recognize individual customers as a single unique profile regardless of how many channels they interact with. This is crucial for maintaining a unified view of the customer and ensuring that marketing efforts are coherent and consistent across different touchpoints.

The Contact Key enables a holistic approach to customer data management, supporting targeted and personalized marketing efforts across various channels, including email, mobile, social media, and more.

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Question 2

Question Type: MultipleChoice

The marketing team at Cloud Kicks notices that a critical data extension is able to be modified and deleted by anyone.

What should an associate utilize to prevent users from accidentally editing or deleting these data extensions?

Options:

- A- Use Manage Data Extension Policies to prevent users from modifying or deleting this data extension.
- B- Use Roles & Permissions to set modify and delete permissions for key data extensions.
- C- Use Contact Builder to move all key data extensions into the Salesforce Data Extensions folder.

Answer:

B

Explanation:

To prevent users from accidentally editing or deleting critical data extensions, an associate should utilize Roles & Permissions within Salesforce Marketing Cloud. This feature allows administrators to define and assign specific permissions to different users or roles, restricting their ability to modify or delete key data extensions. By carefully managing these permissions, organizations can protect important data from unintended modifications or deletions, ensuring data integrity and security.

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters created a new team to oversee its marketing strategy. They want a way to categorize content by any criteria, marketing tactic, geography, and product line.

What should an associate recommend?

Options:

- A- Enable content tags.
- B- Create custom folder permissions.
- C- Organize folders alphabetically.

Answer:

A

Explanation:

Content tags in Salesforce Marketing Cloud are designed to categorize content by various criteria, such as marketing tactics, geography, and product lines. Enabling and using content tags allows users to apply descriptive labels to content within the Marketing Cloud, making it easier to organize, search, and report on content. This feature supports a more structured and accessible content management system, which is particularly useful for teams overseeing complex marketing strategies with diverse content needs across different segments and regions.

Question 4

Question Type: MultipleChoice

A marketing associate at Cloud Kicks has been asked to manually import some data into Marketing Cloud Engagement. They receive a tab-delimited file named "products.txt" that is small enough to be imported from their desktop and contains column headings.

Which step should the associate take before importing the file into Marketing Cloud Engagement?

Options:

- A- Rename the file to 'products.xml'.
- B- Use Automation Studio to create a File Transfer activity.
- C- Create the target data extension in Marketing Cloud.

Answer:

C

Explanation:

Before importing a file into Salesforce Marketing Cloud Engagement, it's essential to have a target data extension that matches the structure of the data being imported. The marketing associate must create a data extension with appropriate fields that correspond to the column headings in the 'products.txt' file to ensure a smooth import process.

Why Creating a Data Extension is Necessary: The data extension serves as the repository where the imported data will be stored. Without this, the data import would have no target location. The file's format and field names should match the data extension schema for the import to be successful.

Salesforce Documentation Reference: For additional guidance, refer to Salesforce Marketing Cloud Documentation on Importing Data, which details the process of creating data extensions and importing data.

Question 5

Question Type: MultipleChoice

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

Options:

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

Answer:

B

Explanation:

The General Data Protection Regulation (GDPR) is a comprehensive privacy law that applies to all individuals within the European Union. It regulates how companies can collect, process, and store personal data, aiming to protect the privacy rights of EU residents. Compliance with GDPR is required when handling data of individuals located within the EU, regardless of where the business is based.

Scope of GDPR: It applies to any entity processing the personal data of EU residents, imposing strict rules on consent, data usage, and data security.

Salesforce Documentation Reference: For GDPR compliance details, see Salesforce and GDPR.

Question 6

Question Type: MultipleChoice

DreamHouse Realty just finished an open house and has acquired prospective contact information via a physical signup sheet.

What is the best practice when this contact data is collected and entered?

Options:

- A- Add collected contacts to an onboarding journey.
- B- Add collected contacts to a double opt-in campaign.
- C- Add collected contacts to customer database.

Answer:

B

Explanation:

The best practice when acquiring new contacts via a physical signup is to confirm their interest and consent through a double opt-in process. This helps ensure compliance with data privacy regulations, confirming that the contacts genuinely wish to receive communications. A double opt-in involves sending a confirmation email with an action step (usually clicking a link) to verify the contact's email address and consent.

Why Double Opt-In is Important: It improves list quality by verifying that each email is accurate and that the individual is interested in receiving communications. This practice reduces unsubscribe rates and potential spam complaints.

Salesforce Documentation Reference: See Salesforce's recommendations on Opt-In Best Practices for more details on using double opt-in to ensure compliance and engagement.

Question 7

Question Type: MultipleChoice

A marketing associate at Cloud Kicks is reviewing the Journey Health Panel in Marketing Cloud Engagement to learn about a journey.

Which components will the associate be able to see?

Options:

- A- Goals, Population, and Alerts
- B- Click Rate, Bounce Rate, and Alerts
- C- Unsubscribes, Delivery Rate, and Goals

Answer:

A

Explanation:

The Journey Health Panel in Salesforce Marketing Cloud Engagement provides insights into the performance and status of a marketing journey. The components visible in the Journey Health Panel include Goals, Population, and Alerts:

Goals: This component shows how effectively the journey is achieving its defined objectives, allowing marketers to measure success against predetermined benchmarks.

Population: This part of the panel provides information on the size and characteristics of the audience participating in the journey, offering insights into who is being targeted and engaged.

Alerts: Alerts notify marketers of any issues or significant events within the journey that may require attention, such as delivery problems, drops in engagement, or deviations from expected performance.

These components together offer a comprehensive overview of the health and effectiveness of a marketing journey, enabling marketers to make informed decisions and optimizations.

Question 8

Question Type: MultipleChoice

Cloud Kicks (CK) is sending a new publication. There is debate whether CK should continue using the From Name it used from previous messaging or leverage a new From Name.

What is an argument in favor of using a new From Name?

Options:

- A- Receive better Inbox placement.
- B- Enhance address book utilization.
- C- Easily differentiate the new publication.

Answer:

C

Explanation:

Using a new From Name can help Cloud Kicks clearly distinguish the new publication from

previous ones. This practice can reduce subscriber confusion and set clear expectations, particularly when launching a new type of content or series.

Considerations on From Name: While changing the From Name might impact immediate recognition, it's beneficial if the new publication has a different focus, target audience, or format.

Salesforce Documentation Reference: For further details on best practices for sender name, refer to Salesforce Marketing Cloud Best Practices for Email Marketing.

Question 9

Question Type: MultipleChoice

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?

Options:

- 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.

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