

# MKT-101 Reliable Exam Dumps & MKT-101 Associate Level Exam



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Salesforce MKT-101 certification exam is designed to test your knowledge and skills in building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is ideal for professionals who have experience in marketing automation and want to further their skills in using Salesforce Marketing Cloud to create personalized customer experiences. MKT-101 exam covers a range of topics, including email marketing, journey building, data management, and analytics.

Salesforce MKT-101: Build and Analyze Customer Journeys using Marketing Cloud is a certification exam that validates the candidate's knowledge and skills in the areas of Marketing Cloud, customer journey creation, and analysis. MKT-101 Exam is designed for professionals who work with Marketing Cloud and want to demonstrate their expertise in building and analyzing customer journeys using this platform.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q36-Q41):

#### NEW QUESTION # 36

Northern Trail Outfitters (NTO) wants to simplify a journey that has a decision split prior to every email send to remove certain subscribers from the journey.

What should NTO do to simplify the journey?

- A. A Utilize exit criteria for the journey.
- B. Use the Update Contact a:
- C. Ensure the Contact entry mode is No re-entry

**Answer: A**

#### NEW QUESTION # 37

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. A Transactional Journey with the Not Sent Notification activity included
- B. An Interaction Studio instance to ingest their data
- C. An external system to receive and confirm callback and subscriptions
- D. A Datorama instance to ingest their data

**Answer: C**

#### NEW QUESTION # 38

A customer notices their open and click rates are very low.

Which two aspects of list hygiene should be recommended to improve engagement rates? (Choose 2 answers)

- A. Use different subject lines and send "win back" emails with exclusive offers.
- B. Increase volume of sending, trying new times and days of the week.
- C. Remove subscribers who have not opened emails in three months.
- D. Send inactive subscribers different messaging at a different frequency.

**Answer: C,D**

#### NEW QUESTION # 39

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform. These files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Import Activity Notification Settings
- B. Configured Alert Manager Settings
- C. Automation Notification Settings

**Answer: A**

#### NEW QUESTION # 40

Northern Trail Outfitters wants to set up a welcome journey that leverages customer data across three data extensions: Customers, Orders, and Products.

How should the consultant facilitate this within Contact Builder?

- A. Create three distinct Attribute Groups that link each data extension directly to Contacts.
- B. Create a single Attribute Group that links Contacts to Customers, Orders to Products, and Products to Customers.
- C. Create a single Attribute Group that links Customers to Contacts, Orders to Customers, and Products to Orders.
- D. Create three distinct Attribute Groups that link Customers to Contacts, Orders to Customers, and Products to Orders.

**Answer: C**

## NEW QUESTION # 41

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