

Salesforce - High Pass-Rate MKT-101 - Reliable Build and Analyze Customer Journeys using Marketing Cloud Braindumps Ebook



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Salesforce MKT-101 certification exam is a multiple-choice exam consisting of 60 questions. MKT-101 exam duration is 90 minutes, and candidates must achieve a passing score of 68% or higher to earn the certification. MKT-101 exam is available in English and Japanese languages and can be taken online or at a testing center.

The Build and Analyze Customer Journeys using Marketing Cloud certification exam includes multiple-choice questions, and you need to score at least 68% to pass. The test lasts for 105 minutes, and you're required to take it in a proctored environment. With a Salesforce MKT-101 Certification, you'll have the expertise to create effective marketing campaigns that drive engagement and results.

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To help professionals gain expertise in using the Salesforce Marketing Cloud, Salesforce offers the MKT-101 Certification Exam. MKT-101 exam is designed to test a candidate's knowledge of Marketing Cloud features, best practices, and implementation techniques. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for marketing professionals, digital marketers, and CRM administrators who are looking to enhance their skills and knowledge in using the Marketing Cloud.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q17-Q22):

NEW QUESTION # 17

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are

fulfilling a legal obligation due to the nature of their messages.
What method should be suggested in this scenario?

- A. Data View Export with every send
- **B. Event Notification Service**
- C. Data Retrieves on the Send Object
- D. Platform Events API

Answer: B

NEW QUESTION # 18

Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.

What feature would the NTO administrator use to specify which IP address is used for retail vs. corporate?

- A. Send Definition
- B. Send Classification
- **C. Delivery Profile**
- D. Sender Profile

Answer: C

NEW QUESTION # 19

What is a true statement about Subscriber Key? (Choose 3)

- **A. Subscriber Key allows an email address to appear multiple times in a list or All Subscribers when populated with a value other than an email address**
- **B. Subscriber Key is mapped to a field in a sendable data extension when defining a Send Relationship**
- C. Subscriber Key and Primary Key are interchangeable terms
- D. Subscriber Key determines what update types will be available when importing data
- **E. Subscriber Key is a unique identifier for a subscriber, and can be populated with an email address or another unique value**

Answer: A,B,E

NEW QUESTION # 20

Northern Trail Outfitters (NTO) plans to launch an email campaign. They have two data extensions. The Mountain Manor Campaign data extension will contain the sending audience for this campaign and includes fields for Email Address, Full Name, Loyalty Member ID, and Loyalty Member Status. NTO will be using AMPscript to reference data in a second, non-sendable data extension named Loyalty Member.

Which field on the Mountain Manor Campaign data extension should be created as a Primary Key to create unique relationships with the Loyalty Member Profile data extension?

- A. Email Address
- B. Loyalty Member Status
- **C. Loyalty Member ID**
- D. Full Name

Answer: C

NEW QUESTION # 21

Northern Trail Outfitters wants to send shipping email notifications to members. Shipping fulfillment data is included in a file that is moved at frequent intervals to a folder on their Enhanced SFTP Account.

Which solution could be used to achieve this?

- A. File Drop Entry Source in Journey Builder

- Answer: D**

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