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Salesforce MKT-101 Certification Exam is divided into four sections: Journey Planning, Journey Creation, Journey Execution, and Journey Analysis. MKT-101 exam consists of 60 multiple-choice questions and the candidate has 105 minutes to complete the exam. The passing score for the exam is 65%. Build and Analyze Customer Journeys using Marketing Cloud certification exam is administered by Salesforce and can be taken online or at a testing center. Upon passing the exam, the candidate will receive the Salesforce Certified Marketing Cloud Consultant credential, which is recognized globally and can help professionals advance their career in the field of marketing automation and customer journey building.

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## 100% Pass Quiz Salesforce - MKT-101 - Fantastic PDF Build and Analyze Customer Journeys using Marketing Cloud Download

Salesforce MKT-101 practice questions are based on recently released Salesforce MKT-101 exam objectives. Includes a user-friendly interface allowing you to take the Salesforce MKT-101 Practice Exam on your computers, like downloading the PDF, Web-Based Salesforce MKT-101 practice test software, and Desktop Salesforce MKT-101 practice exam software.

### Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q62-Q67):

#### NEW QUESTION # 62

A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?

- A. Use a User-Initiated Emails Interaction.
- **B. Use the Transactional Messaging API.**
- C. Inject the subscriber into a Journey.
- D. Execute a Triggered Emails Interaction.

**Answer: B**

#### NEW QUESTION # 63

A retail company's database of record resides at a 3rd-party company that also keeps track of purchase history. That database only updates once a day where new records can be created and merged. The database uses an "Email ID," which is a numeric field that represents both the business unit and email address. The company now wants to be able to send real-time Welcome emails to people (newly registered website users) who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Email ID" in the database.

What key issue should be addressed? Choose 3 answers

- **A. How will Marketing Cloud and the database sync up?**
- **B. What will be used as the Subscriber Key?**
- C. Will the company need a custom preference center?
- **D. Will new users have an "Email ID"?**
- E. What publication lists will be used?

**Answer: A,B,D**

#### NEW QUESTION # 64

A marketer for Northern Trail Outfitters (NTO) needs to dynamically update the sender name and email address based on the sales representative associated with the account. The data is stored in two separate data extensions.

Which two tools should the marketer use? Choose 2 answers

- A. Delivery Profiles
- **B. Personalization Strings**
- C. AMPscript Lookup
- D. Sender Profiles

**Answer: B**

#### NEW QUESTION # 65

Which send process can use Sender Profiles? (Choose 3)

- A. Test Sends
- **B. Triggered Sends**
- **C. Guided Sends**

- D. User-Initiated Sends
- E. Simple Automated Sends

**Answer: B,C,E**

Explanation:

Definitions

**Triggered Send Definition** - A triggered email is a message that Marketing Cloud sends to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after a customer makes a purchase is a triggered email.

**User Initiated Send** - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program.

A user-defined email message interaction occurs when you manually start the send, while a triggered message interaction occurs in response to an action or API call. To put it in simpler words (TL/DR):

**Triggered Send Definition** - hit by API/Smart Capture to instantly send a 1:1 message. Usually used for Transactional messages (receipt, shipping, etc) and inside of Journeys.

**User Initiated Send** - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution or to allow for repeatable scheduling inside of an Automation. (e.g. Monthly newsletter, daily update email, etc.)

### NEW QUESTION # 66

Northern Trail Outfitters has purchased a new Marketing Cloud account with two dedicated IP addresses. One IP address will be used for commercial sends, while the other will be reserved for transactional messages.

Their customer base includes 1.5 million email addresses.

What should the consultant recommend?

- A. Suppress sends to AOL email addresses during the first two weeks of IP warming, then resume sending to them during the third week.
- B. Split marketing campaigns over a number of days while migrating over smaller triggered campaigns during the warming period.
- C. Send to unengaged subscribers during the first two weeks of IP warming in order to give them the opportunity to interact.
- D. Focus on warming the IP address for commercial sends, because it is not necessary to warm an IP address used only for transactional sends.

**Answer: B**

### NEW QUESTION # 67

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