

MKT-101 Test Question | MKT-101 Exam Certification



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Salesforce MKT-101 certification exam is a very difficult test. Even if the exam is very hard, many people still choose to sign up for the exam. As to the cause, MKT-101 exam is a very important test. For IT staff, not having got the certificate has a bad effect on their job. Salesforce MKT-101 certificate will bring you many good helps and also help you get promoted. In a word, this is a test that will bring great influence on your career. Such important exam, you also want to attend the exam.

Earning the Salesforce MKT-101 certification can help you stand out in a competitive job market and demonstrate your expertise in Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is recognized by employers around the world and is a valuable addition to any marketing or sales professional's resume. Whether you're looking to advance your career or simply want to deepen your knowledge of Marketing Cloud, the MKT-101 exam is an excellent way to demonstrate your skills and expertise in this powerful marketing automation platform.

To pass the Salesforce MKT-101 Exam, candidates must have a solid understanding of Marketing Cloud features and capabilities, as well as best practices for building and analyzing customer journeys. Successful candidates will be able to demonstrate their ability to create effective marketing campaigns that engage customers and drive business results. MKT-101 exam is a valuable credential for anyone seeking to advance their career in digital marketing or customer experience management, and it is recognized by industry professionals as a mark of expertise in Marketing Cloud.

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It is universally acknowledged that Salesforce certification can help present you as a good master of some knowledge in certain areas, and it also serves as an embodiment in showcasing one's personal skills. However, it is easier to say so than to actually get the Salesforce certification. We have to understand that not everyone is good at self-learning and self-discipline, and thus many people need outside help to cultivate good study habits, especially those who have trouble in following a timetable. To handle this, our MKT-101 test training will provide you with a well-rounded service so that you will not lag behind and finish your daily task step by step. At the same time, our MKT-101 study torrent will also save your time and energy in well-targeted learning as we are going to make everything done in order that you can stay focused in learning our MKT-101 study materials without worries behind. We are

so honored and pleased to be able to read our detailed introduction and we will try our best to enable you a better understanding of our MKT-101 test training better.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q42-Q47):

NEW QUESTION # 42

A marketer for Northern Trail Outfitters needs to see test emails for each subscriber in a data extension.

What should the marketer do to ensure the data extension appears as a Recipient Test Data Extension in the Test Send menu?

- A. Save the data extension in the Test Folder.
- B. Associate the data extension to the Campaign.
- C. Create the data extension as 'Is Testable'.

Answer: C

NEW QUESTION # 43

Northern Trail Outfitters wants to monitor customer status while they flow through a post-purchase journey.

Which configuration is required to make decisions on this data?

The status data is connected to the contact in an attribute group.

- A. The Update Contact Activity Is used to make status updates.
- B. The entry sources data extension has a primary key and subscriber key.
- C. The Update Contact Activity is used to make status updates.

Answer: C

NEW QUESTION # 44

A marketer sent an email to a group of subscribers with an invalid link.

What step could the marketer take to correct the link after the email has been sent?

- A. Change the URL Expiration in Email Administration
- B. Update the link using AMPscript
- C. Resend the email with the correct link
- D. Change the link in Job Links under Tracking

Answer: D

NEW QUESTION # 45

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Use Content Builder Send Flow to send the email to the Salesforce Campaign
- B. Create a Journey with a Salesforce Data entry source and an Email Activity
- C. Create a scheduled Automation with a Query Activity and a Send Email Activity
- D. Create a Journey with a Salesforce Campaign entry source and an Email Activity

Answer: D

NEW QUESTION # 46

A customer asks why the send time values with an email are not being added to a Send Log.

Which two actions would successfully write send time variable to their Send Log?

- A. Enable send logging to a data extension during send process.
- B. Use the WriteToLog() AMPscript function in the content.

- C. Ensure the send log is linked in an attribute group.
- **D. Match an AMPscript variable name to a Send Log field.**

Answer: A,D

Explanation:

Two actions that would successfully write send time variables to their Send Log are:

Match an AMPscript variable name to a Send Log field. This action will allow the customer to write the value of an AMPscript variable to a corresponding field in the Send Log data extension. For example, if the customer has a Send Log field named ProductName and an AMPscript variable named @ProductName, then the value of @ProductName will be written to the ProductName field in the Send Log.

Use the WriteToLog() AMPscript function in the content. This action will allow the customer to write one or more values to a specified field in the Send Log data extension using an AMPscript function. For example, if the customer wants to write the value of @ProductName and @ProductPrice to the ProductInfo field in the Send Log, they can use WriteToLog("ProductInfo",@ProductName,@ProductPrice) in their content.

Ensuring the send log is linked in an attribute group is not necessary for writing send time variables to their Send Log, as it is only used for creating relationships between data sources in Contact Builder. Enabling send logging to a data extension during send process is not an action that would write send time variables to their Send Log, as it is only a setting that enables or disables send logging for a specific email send. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_create_a_sendlog_data_extension.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_write_to_the_send_log.htm&type=5

NEW QUESTION # 47

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