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Salesforce MKT-101 Exam is designed for professionals who want to gain expertise in designing and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for marketing professionals, sales representatives, and consultants who are looking to enhance their skills in building and analyzing customer journeys using Salesforce Marketing Cloud.

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To Pass MKT-101 Exam, you need to have a strong understanding of Marketing Cloud and the different tools and features it offers. You should be familiar with creating and managing email campaigns, building landing pages, and using analytics to measure the success of your campaigns. You should also be able to demonstrate your knowledge of customer journey mapping, segmentation, and personalization.

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

NEW QUESTION # 62

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customers who have purchased a camping tent or foldout camper in the last week; however for this campaign, they would like to exclude anyone who has a 'silver status.

Which three tools should be used to segment this data?

- A. Journey Builder Entry Source, Filter Definition, Segment Builder
- B. SQL Query, Decision Split, Data Designer
- C. SQL Query, Filter Definition, Journey Builder Entry Source

Answer: C

NEW QUESTION # 63

Northern Trail Outfitters is sending a welcome email to a new group of customers. When the marketer deploys the email, no one receives it.

Which configuration caused the send to fail?

- A. Incorrect Sending Relationship
- B. Two fields with "EmailAddress" data type
- C. Failure to choose the send classification

Answer: B

NEW QUESTION # 64

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.

What tools should be used to accomplish this?

- A. Journey Builder File Event Entry Source
- B. Automation Studio Schedule Starting Source
- C. Automation Studio File Drop Starting Source
- D. Journey Builder Import Activity Entry Source

Answer: C

NEW QUESTION # 65

To make a data extension sendable what must it contain. (Select Two)

- A. Subscriber Key
- B. Primary Key
- C. Link ToolTip
- D. Email Address

Answer: A,D

NEW QUESTION # 66

Northern Trail Outfitters wants to ensure a group of subscribers never receive a promotional email.

Which configuration ensure these subscribers do NOT receive these emails?

- A. Add subscribers to the Account opt-out list.
- B. Add an Auto-Suppression list to the default sender profile.
- C. Configure Auto-Suppression list for the Commercial classification.

Answer: C

NEW QUESTION # 67

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