

# Salesforce's Exam Questions for MKT-101 Guarantee First Attempt Success and Achieve Your Goals



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At VCE4Dumps, we are committed to providing our clients with the actual and latest Salesforce MKT-101 exam questions. Our real MKT-101 exam questions in three formats are designed to save time and help you clear the MKT-101 Certification Exam in a short time. Preparing with VCE4Dumps's updated MKT-101 exam questions is a great way to complete preparation in a short time and pass the MKT-101 test in one sitting.

Achieving the Salesforce MKT-101 certification can help professionals advance their careers in the marketing field. It shows that they have the knowledge and skills to leverage Marketing Cloud effectively to drive business growth and improve customer engagement. Additionally, it demonstrates a commitment to professional development and staying up-to-date with the latest marketing technologies and trends.

Becoming a Salesforce MKT-101 certified professional can open up new career opportunities and enhance your credibility as a marketing professional. Build and Analyze Customer Journeys using Marketing Cloud certification demonstrates your proficiency in using Marketing Cloud to deliver personalized and relevant customer experiences. It also shows your commitment to staying up-to-date with the latest trends and technologies in digital marketing. With the increasing demand for digital marketing skills, the Salesforce MKT-101 Certification can set you apart from other marketing professionals and help you advance your career.

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You will have prior experience in answering questions with adjustable time. With these features, you will improve your Build and Analyze Customer Journeys using Marketing Cloud MKT-101 exam confidence and time management skills. Many candidates prefer to prepare for the Build and Analyze Customer Journeys using Marketing Cloud MKT-101 Exam Dumps using different formats. The Build and Analyze Customer Journeys using Marketing Cloud MKT-101 exam questions were designed in different formats so that every candidate could select what suited them best.

## **Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q133-Q138):**

### **NEW QUESTION # 133**

Northern Trail Outfitters is having their regional supplier conference and wants to allow attendees to request event-specific safety notifications, schedule or room changes, and surprise pop-up sessions.

Which solution should they use?

- **A. Keyword opt in and SMS Messaging**
- B. Existing Email Event Notification Subscription
- C. Smart Capture and Triggered email messaging
- D. CloudPages opt in to Event Journey

**Answer: A**

Explanation:

Keyword opt in and SMS Messaging can be used to allow attendees to request event-specific notifications by texting a keyword to a short or long code. The keyword can trigger an SMS message with the requested information or a link to a CloudPage with more details. Reference: [https://help.salesforce.com/articleView?id=sf.mc\\_moc\\_keyword\\_opt\\_in.htm&type=5](https://help.salesforce.com/articleView?id=sf.mc_moc_keyword_opt_in.htm&type=5)  
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### **NEW QUESTION # 134**

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- **A. Use Automation Studio to prepare personalization data and initiate journey.**
- B. Use send from Salesforce CRM and Salesforce report to prepare personalization data.
- C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D. Use Automation Studio and Salesforce sends with campaign as an audience.

**Answer: A**

### **NEW QUESTION # 135**

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. Ensure the Contact entry mode is No re-entry
- **B. Utilize exit criteria for the journey.**
- C. Use the Update Contact action

**Answer: B**

### **NEW QUESTION # 136**

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Messaging Insights
- **B. Einstein Recommendations**
- C. Einstein Copy Insights

**Answer: B**

### NEW QUESTION # 137

Northern Trail Outfitters (NTO) wants to include specific content for its most engaged customers and different content for its least engaged customers.

Which Journey Builder activity should NTO use?

- A. Frequency Split
- **B. Engagement Split**
- C. Scoring Split

**Answer: B**

### NEW QUESTION # 138

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The Salesforce MKT-101 certification from Salesforce is a sought-after recognition of VCE4Dumps skills and knowledge. With this Build and Analyze Customer Journeys using Marketing Cloud certification, professionals can enhance their careers, boost earnings, and showcase their expertise in a competitive job market. The benefits of passing the MKT-101 Exam are numerous, but preparing for the exam is not a simple feat.

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