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Even if you are laid off by your company, there is no point in thinking that you couldn't make it and that it's the end of the road. No, it is not and you have a world full of opportunities till you are breathing. You can easily pass the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) certification exam. This Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam credential will help you get your dream job and show your expertise to the world around you. So, don't feel it with a heavy heart, but stand again, hold to your confidence, and think about how you can prepare successfully for the MKT-101 test.

Salesforce MKT-101 is an exam designed to test the knowledge and skills of marketing professionals in building and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for individuals who want to demonstrate their expertise in using Marketing Cloud to create personalized and engaging customer experiences.

>> **MKT-101 Valid Dumps Sheet <<**

## **Salesforce MKT-101 Valid Dumps Sheet: Build and Analyze Customer Journeys using Marketing Cloud - DumpsMaterials Help you Pass Once**

DumpsMaterials is admired by all our customers for our experts' familiarity and dedication with the industry all these years. By their help, you can qualify yourself with high-quality MKT-101 exam materials. Our experts pass onto the exam candidate their know-how of coping with the MKT-101 Exam by our MKT-101 practice questions. Exam candidates are susceptible to the influence of ads, so our experts' know-how is impressive to pass the MKT-101 exam instead of making financial reward solely.

The Build and Analyze Customer Journeys using Marketing Cloud certification exam covers a range of topics, including data management, email marketing, mobile messaging, and journey builder. Candidates will need to have a good understanding of these topics to pass the exam. However, Salesforce provides a range of resources and training materials to help candidates prepare for the exam, such as Trailhead modules, study guides, and practice exams.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q64-Q69):

### NEW QUESTION # 64

Northern Train Outfitters wants to identify subscribers with something other than an email address. What value can be used to accommodate this?

- A. **Subscriber Key**
- B. Primary Key
- C. Subscriber Attributes
- D. System Preferences

**Answer: A**

### NEW QUESTION # 65

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Triggered Send
- B. Inbox Preview
- C. **Content Detective**
- D. Content Builder

**Answer: C**

Explanation:

[https://help.salesforce.com/articleView?id=mc\\_es\\_content\\_detective.htm&type=5](https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5)

### NEW QUESTION # 66

What occurs in an Enterprise 2.0 account when a subscriber clicks the default "One-Click Unsubscribe" link in an email? (Choose 2)

- A. **The subscriber is unsubscribed from the publication list applied to the send**
- B. The subscriber is deleted completely from the sending account
- C. **The subscriber is removed from the List used for the Send**
- D. The subscriber is added to the enterprise global unsubscribe list

**Answer: A,C**

### NEW QUESTION # 67

The Northern Trail Outfitters' email team is creating a reusable content block for its Deals to Run With campaign. They will cross-promote this campaign in other emails in a single-column content area.

a. This content will have one image, with text below it.

How could the email team create one content area and reuse it across other emails using Content Builder without writing any custom HTML?

- A. Create an HTML content block.
- B. **Create a Free Form content block.**
- C. Create a Text content block.
- D. Create an Image content block.

**Answer: B**

### NEW QUESTION # 68

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

- \* They currently have 3 million customers.
- \* They email customers twice a week with no known deliverability issues.
- \* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

- A. IP ramp-up is important to establish a positive sender reputation.
- B. IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- C. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.
- D. IP ramp-up can be bypassed, given their historical lack of deliverability issues.

**Answer: A,C**

## NEW QUESTION # 69

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