

Practice MKT-101 Engine Free PDF | Reliable Reliable MKT-101 Test Materials: Build and Analyze Customer Journeys using Marketing Cloud



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Salesforce MKT-101 certification exam is designed to test your knowledge and skills in building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is ideal for professionals who have experience in marketing automation and want to further their skills in using Salesforce Marketing Cloud to create personalized customer experiences. MKT-101 exam covers a range of topics, including email marketing, journey building, data management, and analytics.

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.

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This version is designed especially for those MKT-101 test takers who cannot go through extensive Salesforce MKT-101 practice sessions due to a shortage of time. Since the Salesforce MKT-101 PDF file works on smartphones, laptops, and tablets, one can use Salesforce MKT-101 dumps without limitations of place and time. Additionally, these Salesforce MKT-101 PDF questions are printable as well.

To pass the Salesforce MKT-101 Exam, candidates need to have a thorough understanding of Marketing Cloud and its features. They should be familiar with customer journey creation and analysis, email marketing, mobile marketing, advertising, and social media marketing. Additionally, they should have experience working with Marketing Cloud and have hands-on experience with the platform.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q140-Q145):

NEW QUESTION # 140

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. CloudPages opt in to Event Journey
- C. Smart Capture and Triggered email messaging
- D. Existing Email Event Notification Subscription

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_sms_messaging.htm&type=5

NEW QUESTION # 141

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey. Which data setup should they use for decision splits?

- **A. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes**
- B. Contact Data using Synchronized Data Sources
- C. Journey Data queried from main data extension
- D. Journey Data using CRM Report Import Activity to Salesforce Data Extension

Answer: A

NEW QUESTION # 142

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. Send Flow
- B. SQL Query Activity
- C. Audience Builder
- **D. Filters**

Answer: D

NEW QUESTION # 143

Northern Trail Outfitters (NTO) currently uses AMPscript to create customized content for its subscribers. Which actions should help build confidence in NTO's dynamic email capabilities?

- A. Use CloudPages to duplicate the dynamic code and test it by using manual subscriber inputs.
- **B. Use Preview and Test, select a targeted subscriber, and send the email to internal team members.**
- C. Use a Guided Send to perform a test send to Internal users using subscriber data.

Answer: B

NEW QUESTION # 144

A marketer has scheduled an email that was approved in Content Builder Approvals by their manager. The marketer then receives a message from their manager that changes are needed and an email approval has been withdrawn. What should happen with the scheduled send, if no other action is taken?

- A. The send is canceled when the approval is withdrawn.
- B. The Send is paused until it is approved again.
- C. The originally approved version of the email will be sent.

Answer: A

NEW QUESTION # 145

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