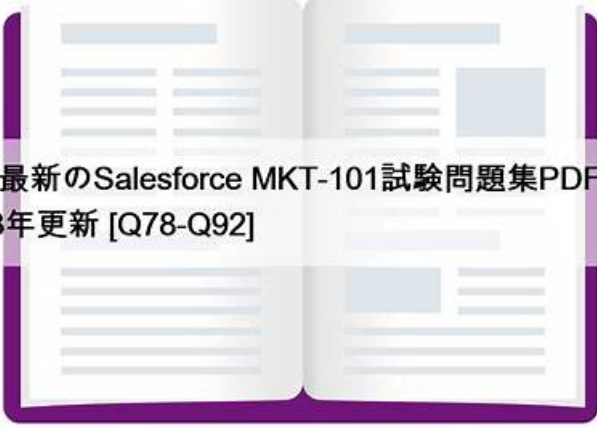


優秀なSalesforce MKT-101無料サンプルは主要材料 & 高品質MKT-101: Build and Analyze Customer Journeys using Marketing Cloud



一番最新のSalesforce MKT-101試験問題集PDFには
2023年更新 [Q78-Q92]

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>> MKT-101無料サンプル <<

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud 認定 MKT-101 試験問題 (Q105-Q110):

質問 # 105

Northern Trail Outfitters (NTO) wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector. Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account? Choose 3 answers

- A. Match subscribers to web activity by passing Subscriber ID through email links.
- B. Track web activity from a click on an email URL back to a specific email campaign.
- C. Recognize web traffic as originating from email instead of another channel.
- D. Pass web conversion data back into Marketing Cloud for use in email reporting.
- E. Use the web analytics platform to trigger behavioral remarketing emails.

正解: A、B、C

質問 # 106

Northern Trail Outfitters' wants to use a partner to develop dynamic emails. After submittal, the marketing team wants to make sure the emails are reviewed before approval.

What feature should they employ?

- A. Content Detective
- **B. Preview Tab**
- C. Standard Workflow Approval
- D. Two-Step Workflow Approval

正解: B

質問 # 107

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data.

a. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Email Performance Over Time Report
- B. Filter Activity in Automation Studio
- **C. Pivot table in Datorama Reports**

正解: C

質問 # 108

Northern Trail Outfitters has created a dynamic content block that displays content based on a subscriber's gear preference. There are three possible combinations in addition to receiving the default content.

How should they test that the content is displaying as intended?

- A. Create an automation with a send activity that deploys test emails to a test data extension.
- **B. Create a test data extension with all possible content variations and send a test email to that data extension.**
- C. Create a test list with all possible content variations and send test emails to that list.
- D. Cycle through each subscriber's gear preference on the Preview and Test tab and send individual test emails.

正解: B

質問 # 109

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- B. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Create and send an apology email that includes a discount for a future purchase to all customers.
- **D. Create a user-initiated message to logged-in customers to send once the website is restarted**

正解: D

質問 # 110

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