

100% Pass Quiz 2026 Salesforce Fantastic MKT-101: Latest Build and Analyze Customer Journeys using Marketing Cloud Exam Simulator



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To prepare for the exam, you should have a solid understanding of Marketing Cloud fundamentals, such as email marketing, data management, and automation. Additionally, you should be familiar with journey builder, which is a powerful tool that allows you to create and manage customer journeys across multiple channels.

Salesforce MKT-101 is an exam that tests your knowledge of building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is designed for marketing professionals who want to improve their skills in creating targeted marketing campaigns and analyzing customer behavior.

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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 (Q108-Q113):

NEW QUESTION # 108

What is a capability of the Import within Contact Builder? Choose 2 answers

- A. In order to use Map by Header Row, the fields in the DE and file must match exactly.
- B. The data source can be a local file, data filter, or file on any FTP.
- C. The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
- D. Like the Import Wizard, the Contact Builder import definition can be executed without saving.

Answer: A,C

NEW QUESTION # 109

How are Publication Lists used?

- A. To manage subscribers in guided and triggered email sends
- B. To build dynamic content rules by subscriber type
- C. To allow subscribers to opt-down/out instead of unsubscribing from all
- D. To send communication to all subscribers, regardless of opt-in status

Answer: C

NEW QUESTION # 110

A data administrator is creating a new data extension to store product catalog data. A character length limit is specified for each field. What are two benefits of ensuring field lengths are accurate? (Choose two.)

- A. To ensure data integrity
- B. To determine the correct data type
- C. To save the data extension
- D. To optimize import process speed

Answer: B,D

NEW QUESTION # 111

A customer needs to compare the engagement across three creative versions of an email, and then send a follow-up email for those contacts who did NOT engage with any of the test versions.

Which sequence of activities in Journey Builder should accomplish this?

- A. Random Split > Send email > Wait By Duration > Engagement Split > Join > Send email
- B. Engagement Split > Send email > Wait By Duration > Random Split > Send email
- C. Decision Split > Send email > Engagement Split > Send email
- D. Random Split > Send email > Join > Decision Split > Wait By Duration > Send email

Answer: A

NEW QUESTION # 112

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. Newly registered users will create additional Contacts in Marketing Cloud.
- B. Existing users will create additional Contacts in Marketing Cloud.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- D. User device data is unavailable in Contact Builder for up to 48 hours.

Answer: A

Explanation:

A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc. A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. Reference:

https://help.salesforce.com/articleView?id=sf.mc_co_what_is_a_contact.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_co_implementing_contacts_in_the_marketing_cloud.htm&type=5

NEW QUESTION # 113

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