

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



What's more, part of that PDFDumps MKT-101 dumps now are free: <https://drive.google.com/open?id=1iX-SHWPrM1YiOMKw-vvBus1ttHXffHnO->

Through years of persistent efforts and centering on the innovation and the clients-based concept, our company has grown into the flagship among the industry. Our company struggles hard to improve the quality of our MKT-101 exam prep and invests a lot of efforts and money into the research and innovation of our MKT-101 Study Guide. Our brand fame in the industry is famous for our excellent MKT-101 study guide. High quality, considerate service, constant innovation and the concept of customer first on our MKT-101 exam questions are the four pillars of our company.

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.

>> Latest MKT-101 Exam Simulator <<

Latest MKT-101 Study Guide & MKT-101 Authorized Exam Dumps

Our company has realized that a really good product is not only reflected on the high quality but also the consideration service. So we not only provide all people with the MKT-101 test training materials with high quality, but also we are willing to offer the fine service system for the customers, these guarantee the customers can get. If you decide to buy the MKT-101 learn prep from our company, we are glad to answer your all questions about the MKT-101 study materials. We believe that you will make the better choice for yourself by our consideration service on the MKT-101 exam questions.

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 built 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. 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

• • • • •

Latest MKT-101 Study Guide: <https://www.pdfdumps.com/MKT-101-valid-exam.html>

- [illegible]

myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt, myportal.utt.edu.tt,
www.stes.tyc.edu.tw, exxpertscm.com, www.stes.tyc.edu.tw, www.laba688.cn, Disposable vapes

BONUS!!! Download part of PDFDumps MKT-101 dumps for free: <https://drive.google.com/open?id=1iX-SHWPrM1YiOMKw-vvBus1ttHXffnO->