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Maybe on other web sites or books, you can also see the related training materials. But as long as you compare Pass4Leader's product with theirs, you will find that our product has a broader coverage of the certification exam's outline. You can free download part of exam practice questions and answers about Salesforce certification MKT-101 exam from Pass4Leader website as a try to detect the quality of our products. Why Pass4Leader can provide the comprehensive and high-quality information uniquely? Because we have a professional team of IT experts. They continue to use their IT knowledge and rich experience to study the previous years exams of Salesforce MKT-101 and have developed practice questions and answers about Salesforce MKT-101 exam certification exam. So Pass4Leader's newest exam practice questions and answers about Salesforce certification MKT-101 exam are so popular among the candidates participating in the Salesforce certification MKT-101 exam.

Salesforce MKT-101 certification exam covers a broad range of topics, including data management, email marketing, segmentation, automation, and analytics. MKT-101 exam is designed to test a candidate's understanding of Marketing Cloud features and functionality, as well as their ability to apply these tools to create effective customer journeys. Build and Analyze Customer Journeys using Marketing Cloud certification can help marketers gain a competitive edge in the job market, as it demonstrates their proficiency in an essential marketing technology.

Salesforce MKT-101 Exam is an excellent opportunity for marketing professionals to showcase their knowledge and skills in using Marketing Cloud to build and analyze customer journeys. It is a challenging exam, but with the right preparation and dedication, you can pass it and take your career to the next level.

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If you are curious or doubtful about the proficiency of our MKT-101 preparation quiz, we can explain the painstakingly word we did behind the light. By abstracting most useful content into the MKT-101 exam materials, they have helped former customers gain success easily and smoothly. The most important part is that all contents were being sifted with diligent attention. No errors or

mistakes will be found within our MKT-101 Study Guide.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q45-Q50):

NEW QUESTION # 45
A customer is interested in designing a solution to ensure that subscribers only receive categories of emails that they want to receive. The built-in subscription center will be used as part of the solution.
Which feature should be utilised to make this happen?

- A. Send Logging
- B. Subscriber Keys
- C. Publication Lists
- D. Profile Center

Answer: C

NEW QUESTION # 46
Northern Train Outfitters wants the From Name on the monthly Newsletter to come from a specific User who is set up in the Marketing Cloud. Which feature would be used to set up this From Name selection?

- A. Delivery Profile
- B. Sender Profile
- C. Can-SPAM classification
- D. Content information

Answer: C

NEW QUESTION # 47
A marketer at Northern Trail Outfitters feels a subject line suggested by their creative team will not be as effective as the one initially recommended by the product team.
Which two ways should Path Optimizer be configured to select the better subject line?
Choose 2 answers

- A. Split the audience equally and configure a holdback population for a control.
- B. Split the audience equally and automatically choose the winning path based on Open Rate.
- C. Split the audience equally and manually choose the winning path based on Email Engagement Stats.
- D. Split the audience equally and wait at least seven days to select a winner.

Answer: B,C

NEW QUESTION # 48
Northern Trail Outfitters (NTO) wants to ensure its emails are meeting subscriber expectations and enticing engagement.
Which two best practices should NTO employ when sending email? Choose 2 answers

- A. Send generic content to appeal to all audiences.
- B. Use subscriber data to dynamically populate email content.
- C. Set cadence expectations up front with subscribers.
- D. Send multiple emails a day to keep the brand top of mind.

Answer: B,C

NEW QUESTION # 49
A new employee is using Salesforce Marketing cloud and wants to send emails without any mistakes. he has no prior knowledge of SQL. Which tool he would use:

- A. Journey Builder
- B. Predictive Email
- C. Automation Studio
- D. Scheduled Send Emails

Answer: C

NEW QUESTION # 50
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For candidates who will attend the exam, some practice is quite necessary. Our MKT-101 training materials contain both questions and answers, and you can have a quickly check after practicing. MKT-101 training materials cover most knowledge points for the exam, and you can have a good command of the exam if you choose us. Besides, in the process of ing, you professional ability will also be improved. We offer you free update for 365 days if you buying MKT-101 Exam Dumps from us. And the latest version will be sent to your email automatically.

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