

Actual Exam Questions in Salesforce MKT-101 PDF for Quick Preparation



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This kind of polished approach is beneficial for a commendable grade in the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam. While attempting the exam, take heed of the clock ticking, so that you manage the Salesforce MKT-101 questions in a time-efficient way. Even if you are completely sure of the correct answer to a question, first eliminate the incorrect ones, so that you may prevent blunders due to human error.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q29-Q34):

NEW QUESTION # 29

A customer is creating a re-engagement campaign. The Campaign only targets subscribers who have had emails fail at send time due to held status within the last 60days. The goal is to send an SMS to the subscribers asking them if they want to update their email address.

What should a consultant recommend to meet the criteria?

- A. Use SQL Query and File Transfer activities from Automation Automation Studio to inject the subscribers into an API Event used as Entry Source by Journey Builder
- B. Use Tracking Extract, File Transfer, and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder.
- C. use Data Extension Extract and Import activities from Automation Automation Studio to inject the subscribers into a CloudPage used as an Entry Source by Journey Builder
- D. Use SQL Query and Import activities from Automation Studio to inject the subscribers into a data extension used as an Entry Source by Journey Builder

Answer: A

NEW QUESTION # 30

A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?

- A. Inject the subscriber into a Journey.
- B. Use the Transactional Messaging API.
- C. Execute a Triggered Emails Interaction.
- D. Use a User-Initiated Emails Interaction.

Answer: B

NEW QUESTION # 31

Which segmentation activity can be used to refresh data on a recurring schedule via an Automation? (Choose 2)

- A. Filter activity
- B. Segment activity
- C. SQL Query activity
- D. Data Extract activity

Answer: A,C

NEW QUESTION # 32

Northern Trail Outfitters' account is configured with Multi-Org to leverage two Salesforce CRM accounts. In the Cloud Kicks business unit they want to disconnect the sandbox instance and connect the production instance.

What additional configuration changes should they make?

- A. Remove existing user mappings, attribute mappings, and tracking subscriptions.
- B. Rename and delete sandbox synchronized data extensions before connecting.
- C. Configure Multi-Org settings to account for two production instances in Setup.

- D. Update query activities that reference the synchronized data extensions.

Answer: D

Explanation:

Before disconnecting the sandbox instance and connecting the production instance in the Cloud Kicks business unit, NTO should remove any existing user mappings, attribute mappings, and tracking subscriptions that are associated with the sandbox instance. User mappings define which Marketing Cloud users can access which Sales Cloud users' data. Attribute mappings define which Sales Cloud fields are used as subscriber attributes in Marketing Cloud. Tracking subscriptions define which Sales Cloud objects receive tracking data from Marketing Cloud sends. These settings should be removed before changing the CRM connection to avoid errors or conflicts. Additionally, NTO should update any query activities that reference the synchronized data extensions from the sandbox instance, as these will be different from the production instance synchronized data extensions. Reference:

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

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

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

NEW QUESTION # 33

Northern Trail Outfitters (NTO) wants to import recent customer transaction data from their data warehouse into Marketing Cloud on a nightly basis. They plan to create a File Drop Automation to trigger an automation when a data file is transferred from the data warehouse to the import folder in their Enhanced FTP account. NTO notes that user passwords expire every 90 days and they do not want to update their file transfer script on the data warehouse each time a password changes and they do not want to compromise security.

Which solution should the consultant recommend?

- A. Upload data files to Marketing Cloud using SFTP instead of FTP
- B. Request SSH key authentication to be enabled for the FTP user and create an SSH Key in Key Management
- C. Contact the Marketing Cloud account representative to enable Single Sign-On Authentication using SAML
- D. Enable the 'Exclude FTP Users From Password Expiration' option in Setup > Security Settings

Answer: B

NEW QUESTION # 34

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