

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



BONUS!!! Download part of TroytecDumps MKT-101 dumps for free: https://drive.google.com/open?id=13GIHudB4mjIGzIptjJ90y_R2hlCnStR5

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.

As the talent competition increases in the labor market, it has become an accepted fact that the MKT-101 certification has become an essential part for a lot of people, especial these people who are looking for a good job, because the certification can help more and more people receive the renewed attention from the leader of many big companies. So it is very important for a lot of people to gain the MKT-101 certification. We must pay more attention to the certification and try our best to gain the MKT-101 Certification. First of all, you are bound to choose the best and most suitable study materials for yourself to help you prepare for your exam. Now we would like to introduce the MKT-101 certification guide from our company to you. We sincerely hope that our study materials will help you through problems in a short time.

>> **Reliable MKT-101 Test Notes** <<

MKT-101 Practice Exam Fee, MKT-101 Practice Tests

If you also need to take the MKT-101 exam and want to get the related certification, you can directly select our study materials. We can promise that our MKT-101 study question has a higher quality than other study materials in the market. If you want to keep

making progress and transcending yourself, we believe that you will harvest happiness and growth. So if you buy and use the MKT-101 test dump from our company, we believe that our study materials will make study more interesting and colorful, and it will be very easy for a lot of people to pass their exam and get the related certification if they choose our MKT-101 Test Dump and take it into consideration seriously. Now we are willing to introduce the MKT-101 exam reference guide from our company to you in order to let you have a deep understanding of our study materials. We believe that you will benefit a lot from our MKT-101 study question.

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 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 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

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

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

.....

Our MKT-101 vce braindumps will boost your confidence for taking the actual test because the pass rate of our preparation materials almost reach to 98%. You can instantly download the free trial of MKT-101 Exam PDF and check its credibility before you decide to buy. Our MKT-101 free dumps are applied to all level of candidates and ensure you get high passing score in their first try.

MKT-101 Practice Exam Fee: <https://www.troytecdumps.com/MKT-101-troytec-exam-dumps.html>

With professional group and first rank information, we here introduce our MKT-101 test quiz to you, The new topics are added on regular basis in the Salesforce MKT-101 exam syllabus, RELATED CERTIFICATION(S): Salesforce MKT-101 Certification Exam preparation within a week, Salesforce Reliable MKT-101 Test Notes It is famous for the most comprehensive and updated by the highest rate, MKT-101 Practice Exam Fee 2018 bundles will get you where you want just 29 US dollars, 95% lower than normal prices.

As technology rapidly advances, so does our MKT-101 Practice Exam Fee ability to live longer, What Happens When a Programmer Uses an Inlined Function Obtained from a Third Party, With professional group and first rank information, we here introduce our MKT-101 Test Quiz to you.

MKT-101 Study Materials & MKT-101 Actual Exam & MKT-101 Test Dumps

The new topics are added on regular basis in the Salesforce MKT-101 exam syllabus, RELATED CERTIFICATION(S): Salesforce MKT-101 Certification Exam preparation within a week!

It is famous for the most comprehensive and updated by the MKT-101 highest rate, Marketing Cloud Consultant 2018 bundles will

[illegible]

DOWNLOAD the newest TroytecDumps MKT-101 PDF dumps from Cloud Storage for free: https://drive.google.com/open?id=13GIHudB4mjIGzIptjJ90y_R2hICnStR5