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Salesforce MKT-101 Exam consists of 60 multiple-choice questions, and you will have 90 minutes to complete it. MKT-101 exam covers various topics, including email marketing, mobile marketing, social media marketing, and customer journey management. To pass the exam, you need to score at least 68%, which means you must answer 41 out of 60 questions correctly.

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When you choose to attempt the mock exam on the Salesforce MKT-101 practice software by Pass4sureCert, you have the leverage to custom the questions and attempt it at any time. Keeping a check on your Build and Analyze Customer Journeys using Marketing Cloud exam preparation will make you aware of your strong and weak points. You can also identify your speed on the practice software by Pass4sureCert and thus manage time more efficiently in the actual Salesforce exam.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q109-Q114):

NEW QUESTION # 109

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a thank you email the first time they Show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Entry Event to 'allow no re-entry.'
- B. Configure Journey Email Send to dedupe on email address.
- C. Configure Journey Settings to 'allow no re-entry.'

Answer: A

NEW QUESTION # 110

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Import Activity Notification Settings
- B. Configured Alert Manger Settings
- C. Automation Notification Settings

Answer: B

NEW QUESTION # 111

When the number of subscribers exceeds one million records, which data model is preferred?

- A. Data Extensions
- B. Lists
- C. Groups
- D. Data Filters

Answer: A

NEW QUESTION # 112

A marketing associate at Northern Trail Outfitters must design an email campaign for the company's new winter offerings. Which email design best practice would the associate implement in this campaign?

- A. Use an infographic email template
- B. Segment the audience for the email
- C. Limit the email text to 250 words
- D. Personalize the email content

Answer: D

NEW QUESTION # 113

What functionality is contained in Journey Builder that does NOT exist in Automation Studio?

- A. The option to convert a qualified Lead to a Contact.
- B. The ability to send an email to a Salesforce audience.
- C. Flexibility to wait based on duration or a specific time.
- D. Native execution of a Server-side JavaScript activity.

Answer: B

NEW QUESTION # 114

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