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Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

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Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Exam is a valuable certification that demonstrates a candidate's proficiency in creating and managing customer journeys using the Salesforce Marketing Cloud platform. MKT-101 Exam is essential for professionals who are looking to enhance their skills and knowledge in marketing automation, email marketing, and customer engagement.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q16-Q21):

NEW QUESTION # 16

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Engagement Split
- B. Wait Until Activity
- C. Einstein STO Activity

Answer: C

NEW QUESTION # 17

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails. Which tool should they use?

- A. Suppression lists
- B. Profile attributes
- C. List unsubscribe
- D. Publication lists

Answer: D

NEW QUESTION # 18

Northern trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Filter Contacts criteria in the journey entry source.
- B. Use a Decision Split activity on the journey canvas.
- C. Use Automation Studio to query a population into a data extension.

Answer: A

NEW QUESTION # 19

A marketer needs to send emails to the creative team for proofing as part of an email campaign.

Which feature should help achieve this as an automatic flow?

- A. Subscriber Preview
- B. Content Builder Approvals
- C. Approval Workflow

Answer: C

NEW QUESTION # 20

What are the key ways to improve email deliverability in email marketing? (Choose 4)

- A. Maintain a consistent "From Name"
- B. Use double Opt-in to avoid getting blacklisted.
- C. Use email templates
- D. Double Check your Subject Line, don't include RE:, FW:, Hello, Free, Special Offer, Text in all CAPS, and exclamation points!!!
- E. Consider Subscriber engagement....send only to most engaged subscribers.

- F. Email sign-up on website.

Answer: A,B,D,E

NEW QUESTION # 21

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