

Quiz MKT-101 - Build and Analyze Customer Journeys using Marketing Cloud Updated Valid Study Plan



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We are dedicated to providing our clients with the most current and accurate Build and Analyze Customer Journeys using Marketing Cloud study material. That is why we provide 1 year of free MKT-101 questions updates if the Salesforce certification test content changes after your purchase. With this option, our clients can confidently use the most up-to-date and dependable MKT-101 preparatory material.

Salesforce MKT-101 is a certification exam that is designed to test your understanding of how to build and analyze customer journeys using Marketing Cloud. MKT-101 exam is aimed at individuals who have a good understanding of the Marketing Cloud platform and have experience in building and managing customer journeys for their clients.

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With so many online resources, knowing where to start when preparing for an Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam can be tough. But with Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice test, you can be confident you're getting the best possible MKT-101 exam dumps. Itcerttest exam simulator mirrors the MKT-101 Exam-taking experience, so you know what to expect on MKT-101 exam day. Plus, with our wide range of Salesforce MKT-101 exam questions types and difficulty levels, you can tailor your MKT-101 exam practice to your needs.

Salesforce MKT-101 Certification Exam is designed for professionals who want to demonstrate their expertise in building and analyzing customer journeys using Salesforce Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification exam tests the candidate's knowledge of planning, creating, executing, and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for digital marketers, marketing automation specialists, and CRM administrators who want to enhance their skills and knowledge in the field of customer journey building and analysis.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q25-Q30):

NEW QUESTION # 25

Which data model should be used to create a Group?

- A. Lists
- B. Active Audiences
- C. Data Filters
- D. Data Extensions

Answer: A

NEW QUESTION # 26

A marketer sends an email to a sendable data extension that contains a Customer_ID field with a numeric data type that relates to the Subscriber Key on the All Subscribers List as a Send Relationship.

Which two statements are correct about the email send behavior for any subscriber who currently does NOT exist on the All Subscribers List?

Choose 2 answers

- **A. The subscriber will be added to the All Subscribers List with a status of Active.**
- B. If the CustomerID field does not exist on the All Subscribers List, the email send will fail.
- **C. The email address and Subscriber Key will be added to the All Subscribers List.**
- D. The Primary Key and demographic data will be added to the All Subscribers List.

Answer: A,C

NEW QUESTION # 27

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

- A. hyperlinks
- B. send count
- **C. subject line**
- **D. from name**

Answer: C,D

NEW QUESTION # 28

Which send process can use Sender Profiles? (Choose 3)

- **A. Guided Sends**
- B. User-Initiated Sends
- **C. Simple Automated Sends**
- **D. Triggered Sends**
- E. Test Sends

Answer: A,C,D

Explanation:

Definitions

Triggered Send Definition - A triggered email is a message that Marketing Cloud sends to an individual subscriber in response to a subscriber action. For example, sending a confirmation message after a customer makes a purchase is a triggered email.

User Initiated Send - In Email Studio, create a user-initiated email message interaction to send to a user-initiated subscriber list or data extension in your program.

A user-defined email message interaction occurs when you manually start the send, while a triggered message interaction occurs in response to an action or API call. To put it in simpler words (TL/DR):

Triggered Send Definition - hit by API/Smart Capture to instantly send a 1:1 message. Usually used for Transactional messages (receipt, shipping, etc) and inside of Journeys.

User Initiated Send - a 1:Many job that mimics a manual Guided Send, but is preset to allow a single click execution or to allow for repeatable scheduling inside of an Automation. (e.g. Monthly newsletter, daily update email, etc.)

NEW QUESTION # 29

Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

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

Answer: C,D

NEW QUESTION # 30

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