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Earning the Salesforce MKT-101 Certification can help you advance your career as a marketing professional and demonstrate your expertise in Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification can enhance your credibility and open up new job opportunities with higher salaries. Moreover, it can help you stay up-to-date with the latest trends and best practices in the marketing industry and improve your skills in creating personalized and engaging customer experiences.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q45-Q50):

NEW QUESTION # 45

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used to import decrypted information to a data extension?

- **A. Manager Files in File Transfer.**
- B. Configure Field-Level Encryption in import file.
- C. Specify character encoding in import file.

Answer: A

NEW QUESTION # 46

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

Answer: B

NEW QUESTION # 47

A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension?

- **A. Include Subscriberkey and Emailaddress field as primary key.**
- B. Select the 'Use for triggered send' checkbox.
- C. Create from template and choose triggered send template.

Answer: A

NEW QUESTION # 48

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that deletes old data extensions, emails, and reports
- **B. An automation that Imports subscriber data regularly and updates key data extensions**
- C. An automation that contains several recurring emails and decisioning points

Answer: B

NEW QUESTION # 49

A Marketer developed an email with personalized content based on 5 geographical regions; Northwest - Static Image; Southwest - Image carousel Central - No content; Northeast - Static image; Southwest - Coupon; How many dynamic content rules need to be created to accomplish this?

- A. 0
- B. 1
- **C. 2**
- D. 3

Answer: C

NEW QUESTION # 50

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