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>> MKT-101 Actual Dump <<

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Preparation for the professional Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam is no more difficult because experts have introduced the preparatory products. With TrainingDumps products, you can pass the Salesforce MKT-101 Exam on the first attempt. If you want a promotion or leave your current job, you should consider achieving a professional certification like Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q113-Q118):

NEW QUESTION # 113
A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC has been live for a year now, where the primary key for records has been the Email Address.
Which two options would prevent the customer from duplicating records? Choose 2 answers

- A. Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address.
- B. Purge the current records end carries on with new keys sourced from Sales Cloud
- C. Get existing records updated with new Keys sourced from Sales Cloud instance;
- D. Upload CSV with Migrated Subscriber Keys to All Subscribers.

Answer: A,C

Explanation:
Two options that would prevent the customer from duplicating records when implementing a Sales Cloud instance are:
Get existing records updated with new Keys sourced from Sales Cloud instance. This option will allow the customer to update their

existing records in Marketing Cloud with new keys that match their Sales Cloud records, such as Contact ID or Lead ID. This will ensure data consistency and avoid duplication across both systems.

Continue as normal, as Marketing Cloud Contact Models will dedupe keys by Email Address. This option will allow the customer to continue using Email Address as their primary key in Marketing Cloud, and rely on Marketing Cloud Contact Models to dedupe keys by Email Address when syncing data from Sales Cloud. This will ensure data accuracy and avoid duplication within Marketing Cloud.

Uploading CSV with Migrated Subscriber Keys to All Subscribers will not prevent duplication, as it will create new records in Marketing Cloud with different keys than the existing records. Purging the current records and carrying on with new keys sourced from Sales Cloud will result in data loss and potential compliance issues. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_co_contact_key.htm&type=5

NEW QUESTION # 114

A customer frequently holds seminars and other events to interface with their customers. They plan to do the following:

*Use SmartCapture forms to write data into event registration data extensions.
*Cross-reference the records in each registration data extension with corresponding invitation email sends.
*Send a follow-up email to customers who click on the registration link in the invitation email, but do not complete registration.

Which skill is needed to build an efficient solution?

- A. CSS
- B. AMPscript
- C. SQL
- D. HTML

Answer: B

NEW QUESTION # 115

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.
What would be required to process the correct subscribers?

- A. Contact Evaluation > Evaluate new records only
- B. Journey settings > No re-entry
- C. Contact Evaluate > Evaluate all records
- D. Journey Settings > Use email attribute from Contacts

Answer: C

Explanation:

To process the correct subscribers who are added to a data extension via API for a monthly payment reminder journey, Northern Trail Outfitters should use Contact Evaluation > Evaluate new records only. Contact Evaluation is a setting that defines how contacts are evaluated for entry into a journey based on their entry source. Evaluate new records only is an option that allows only new records that are added to the entry source after the journey is activated to enter the journey. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_jb_contact_evaluation.htm&type=5

NEW QUESTION # 116

Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.
What action should NTO take? Select One

- A. Create and send an apology email that includes a discount for a future purchase to all customers.
- B. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- C. Create a user-initiated message to logged-in customers to send once the website is restarted
- D. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.

Answer: C

Explanation:

The answer can be 1 or 3. But the most appropriate solution is 1. Sending emails will not take the user to a state where they left on the website. This requires developer involvement.

NEW QUESTION # 117

A retail customer expanded their portfolio to include additional product lines in addition to their already popular offerings. They want to give subscribers the ability to unsubscribe via email from the specific subsections while still remaining on the main commercial communications audience. This option will be included in the footer attached to the unsubscribe URL and as an option on their subscription center.

Which model would meet the requirements?

- A. Exclusion List with Data Extensions
- B. Publication List with Lists
- C. Publication List with Data Extensions
- D. Exclusion List with Lists

Answer: C

NEW QUESTION # 118

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