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Marketing Cloud Administrator Certification Exam certified salary is as follow

- India: 74,479 INR
- Europe: 98,862 Euro
- England: 83,370 Pound
- United States: 1,09,000 USD

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Our society is in the jumping constantly changes and development. So we need to face the more live pressure to handle much different things and face more intense competition. The essential method to solve these problems is to have the faster growing speed than society developing. In a field, you can try to get the MKT-101 Certification to improve yourself, for better you and the better future. With it, you are acknowledged in your profession. The MKT-101 exam torrent can prove your ability to let more big company to attention you. Then you have more choice to get a better job and going to suitable workplace.

To prepare for the exam, you should have a solid understanding of Marketing Cloud fundamentals, such as email marketing, data management, and automation. Additionally, you should be familiar with journey builder, which is a powerful tool that allows you to create and manage customer journeys across multiple channels.

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MKT-101 Online Lab Simulation, New MKT-101 Test Question

The TestValid MKT-101 PDF file contains the real, valid, and updated Salesforce MKT-101 exam practice questions. These are the real MKT-101 exam questions that surely will appear in the upcoming exam and by preparing with them you can easily pass the

final exam. The MKT-101 PDF Questions file is easy to use and install. You can use the MKT-101 PDF practice questions on your laptop, desktop, tabs, or even on your smartphone and start MKT-101 exam preparation right now.

Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Exam is an essential certification that validates the knowledge and skills of professionals in building and analyzing customer journeys using the Salesforce Marketing Cloud platform. MKT-101 Exam is designed for those who are responsible for creating and managing marketing campaigns, automating customer journeys, and analyzing the performance of marketing programs.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q151-Q156):

NEW QUESTION # 151

Northern Trail Outfitters (NTO) wants to send using the From Address of marketing@email.nto.com. They will then automatically forward replies to customerservice@nto.com. NTO also wants to include an automatic reply to the customer's email address customer@example.com.

Which email address would appear as the From Address for the automatic reply to the customer?

- A. reply@marketingcloud.com
- B. customerservice@nto.com
- C. marketing@email.nto.com
- D. customer@example.com

Answer: B

NEW QUESTION # 152

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

- A. Path Optimizer
- B. Scoring Split
- C. [Frequency Split](#)

Answer: C

NEW QUESTION # 153

Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.

Which 2 best practices should NTO employ when sending email?

- A. [Use Subscriber data to dynamically populate email content](#)
- B. Send Multiple emails a day to keep the brand top of mind
- C. [Set Cadence Expectations to front with Subscribers](#)
- D. Send generic content to appeal to all audiences.

Answer: A,C

NEW QUESTION # 154

Approximately 50% of Northern Trail Outfitters' (NTO) subscribers open emails on their mobile devices, while the remaining 50% of subscribers open their emails on their desktop. The Chief Marketing Officer of NTO would like the emails to render well on both desktop and mobile devices, but does not want to spend a significant amount of time developing for each environment.

What is the recommended design approach?

- A. [Mobile-aware Design](#)
- B. Static Design
- C. Responsive Design
- D. Desktop-centric Design

Answer: A

NEW QUESTION # 155

A customer managed to automate nightly imports and also has the ability to manually import files via the import wizard ,what needs to be reconfigured in the marketing cloud account,

- A. data loader
- B. encrypted ftp
- C. enhance ftp
- D. file transfer

Answer: C

NEW QUESTION # 156

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- [illegible]

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