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MKT-101 Exams Dumps: Build and Analyze Customer Journeys using Marketing Cloud

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q148-Q153):

NEW QUESTION # 148

A marketer has been asked to collect corner information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

- A. Use an interactive form from email Studio to collect this information
- B. Use Journey Builder to build an audience using Ad Studio.
- C. Web Studio to capture Query parameters from social media link.

Answer: C

NEW QUESTION # 149

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 # 150

Northern Trail Outfitters sent three different emails as part of a seasonal campaign and would like to compare the open and click-through rates across the emails.

Which feature will enable this?

- A. Email Send Report
- B. Compare Email Sends on the Tracking page
- C. Email Comparison Report
- D. Include Measures within a Filter

Answer: B

NEW QUESTION # 151

Northern Trail Outfitters (NTO):

* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.

* Prefers not to use custom roles unless it is absolutely necessary.

* Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

- A. Check "Allow" automation permissions for the Content Creator Role and assign it to the Email Specialists
- B. Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the ' Email Specialists.

- C. Check "Allow" automation permissions for the Content Creator Role and assign it to the Business Units.
- D. Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.

Answer: A

NEW QUESTION # 152

A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- A. Use Dynamic Content rules to select a content area for each subscriber.
- B. Use Guide Template Language created for each field in the data extension.
- C. Use personalization strings created by selecting the data extension.
- **D. Use AMPscript variables created from each field in the data extension.**

Answer: D

Explanation:

Using personalization strings created by selecting the data extension can be used to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber. Personalization strings are placeholders that can be inserted into emails or landing pages to display information from data extensions or lists, such as subscriber attributes or custom fields.

Personalization strings can also be used as tracking parameters in links or image tags. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_es_create_personalization_strings_by_selecting_a_data_extension.htm&type=5

https://help.salesforce.com/s/articleView?id=sf.mc_es_tracking_parameters_for_links_and_image_tags.htm&type=5

NEW QUESTION # 153

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