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## Quiz 2026 Salesforce MKT-101 – High Hit-Rate Reliable Test Review

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## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q130-Q135):

### NEW QUESTION # 130

NTO completed a data review process and discovered their data extensions folders contain hundreds of filtered data extensions which are never used. What tool could NTO use to alleviate the number of filtered audience that are related for sending?

- **A. Filter activity**
- B. Data filter
- C. SQL query activities
- D. Filtered group

**Answer: A**

### NEW QUESTION # 131

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey. Which data setup should they use for decision splits?

- **A. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes**
- B. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- C. Contact Data using Synchronized Data Sources
- D. Journey Data queried from main data extension

**Answer: A**

### NEW QUESTION # 132

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

- \* They currently have 3 million customers.
- \* They email customers twice a week with no known deliverability issues.
- \* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

- **A. IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.**
- B. IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.
- **C. IP ramp-up is important to establish a positive sender reputation.**
- D. IP ramp-up can be bypassed, given their historical lack of deliverability issues.

**Answer: A,C**

### NEW QUESTION # 133

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the \_subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- A. Global Unsubscribe List
- **B. Auto Suppression List**
- C. Triggered Send Managed Lists

**Answer: B**

### NEW QUESTION # 134

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?

- Answer: B**

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