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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?

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

Answer: B

NEW QUESTION # 135

Web-based Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice exam is a convenient format to evaluate and improve preparation for the exam. It is a MKT-101 browser-based application, which means you can access it from any operating system with an internet connection and a web browser. Unlike the desktop-based exam simulation software, the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) browser-based practice test requires no plugins and software installation. It makes the Salesforce MKT-101 online practice exam a perfect tool for those who do not want to go through complicated software installation on their device.

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