

Salesforce MKT-101 Exam | MKT-101 Accurate Prep Material - Help you Prepare MKT-101: Build and Analyze Customer Journeys using Marketing Cloud Exam Easily



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The MKT-101 certification exam is a 60-minute, multiple-choice exam that consists of 60 questions. MKT-101 exam is designed to test a candidate's knowledge of Marketing Cloud functionalities, including email marketing, mobile marketing, social media marketing, advertising, and analytics. Candidates must score a minimum of 68% to pass the exam and earn the certification.

Salesforce MKT-101 is an exam that tests your knowledge of building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is designed for marketing professionals who want to improve their skills in creating targeted marketing campaigns and analyzing customer behavior.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q34-Q39):

NEW QUESTION # 34

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- A. Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- B. Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- C. Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.
- D. Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.

Answer: C,D

NEW QUESTION # 35

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Path Optimizer
- **B. Google Analytics Audience**
- C. Einstein Engagement Scoring

Answer: B

NEW QUESTION # 36

Northern Trail Outfitters (NTO) released a clever promotional video that went viral.

Subsequently, the company acquired a large number of email leads at the last trade show.

NTO wants to send a welcome email with a coupon directing recipients to its website.

Which configuration should help with limiting a spike in volume to the website?

- A. Sender Authentication Package
- B. Web Collect Sign-Up Form
- **C. Send Throttle**

Answer: C

NEW QUESTION # 37

A retail company's database of record resides at a third-party company which also keeps track of purchase history. Their database only updates once a day where new records can be created and merged. The database uses the unique identifier "Customer ID".

The company wants to send real-time Welcome emails to newly registered website users who provide their email address in exchange for getting 10% off their first order, and ensure this send is connected to "Customer ID" in the database.

Which three key issues should be addressed?

Choose 3 answers

- **A. How will Marketing Cloud and the database synchronize?**
- **B. Will new users have a "Customer ID"?**
- C. Will the company need a custom preference center?
- **D. What will be used as Subscriber Key?**
- E. What publication lists will be used?

Answer: A,B,D

NEW QUESTION # 38

The email marketing manager at Northern Trail Outfitters would like to build a new audience that will combine unique subscribers who are in their Tent Purchasers data extension and their Tent Browsers data extension.

How should this new audience be created?

- A. Build a Group based on a Data Filter to combine the two data extensions.
- B. Create a Filter Activity in Automation Studio to combine the two data extensions.
- C. Populate a data extension using an SQL Query Activity in Automation Studio.
- **D. Export both data extensions and import into a new data extension.**

Answer: D

NEW QUESTION # 39

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