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Free PDF Quiz Fantastic Salesforce - MKT-101 - Build and Analyze Customer Journeys using Marketing Cloud Free Exam Dumps

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Another important aspect of the Salesforce MKT-101 Exam is understanding how to track and analyze customer behavior across multiple touchpoints. This requires a deep understanding of the Marketing Cloud data model and the ability to use analytics tools to extract meaningful insights from customer data. You will be tested on your ability to use Salesforce Analytics to track key metrics such as engagement rates, conversion rates, and revenue generated through various marketing channels.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q14-Q19):

NEW QUESTION # 14

What tool is recommended to render personalization strings, AMPscript, and dynamic content in an email message before sending it to a subscriber?

- A. List Detective
- B. Test Send
- C. Preview and test
- D. Send Flow

Answer: C

NEW QUESTION # 15

Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- A. Utilize Entry Data on a Decision Split within Journey Builder.
- B. Configure activities within Automation Studio to update the purchase data.
- C. Use Data Designer in Contact Builder to relate the two data extensions.
- D. Create a Data Relationship in Email Studio to relate the two data extensions.

Answer: B,C

NEW QUESTION # 16

A client leverages transactional messages to send ad-hoc order confirmations. Which type of message is most suitable in this situation?

- A. Guided Send
- B. Test Send
- C. Triggered Email
- D. User Initiated Email

Answer: C

NEW QUESTION # 17

Northern Trail Outfitters wants to include a 'view online' link in an email template to enable users to view a web page version of the email.

Which personalization string should they include as the href attribute in the link?

- A. %%vawp%%
- B. %%view_email_url%%
- C. %%view_as_webpage%%
- D. %%view_online%%

Answer: C

NEW QUESTION # 18

A customer wants to send an email from Sales Cloud on behalf of the record owner. How should the consultant meet this requirement?

Choose 2 answers

- A. Use a custom Delivery Profile.
- B. Use a custom Send Classification.
- C. Use the Organization-Wide Email address.
- D. Use the Send From Record Owner option

Answer: B,D

NEW QUESTION # 19

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