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Don't waste your time with unhelpful study methods. There are plenty of options available, but not all of them are suitable to help you pass the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam. Some resources out there may even do more harm than good by leading you astray. Our Salesforce MKT-101 Exam Dumps are available with a free demo and up to 1 year of free updates.

Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Exam is a certification exam that validates a professional's knowledge and skills in building and analyzing customer journeys using Salesforce Marketing Cloud. MKT-101 Exam is designed for individuals who are responsible for designing, executing, and analyzing customer journeys using the Marketing Cloud platform.

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As we know that thousands of people put a premium on obtaining MKT-101 certifications to prove their ability. With the difficulties and inconveniences existing for many groups of people like white-collar worker, getting a MKT-101 certification may be draining. Therefore, choosing a proper MKT-101 exam guide can pave the path for you which is also conducive to gain the certification efficiently. So why should people choose us? Because the high pass rate of our MKT-101 Latest Practice Materials is more than 98% and you will pass the MKT-101 exam easily to get the dreaming certification.

Salesforce MKT-101 is an exam designed to measure your knowledge and proficiency in building and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification program includes various topics, such as creating emails, building landing pages, segmentation, and automating customer journeys through Salesforce Marketing Cloud.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud

Sample Questions (Q29-Q34):

NEW QUESTION # 29

A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber. Which Journey Builder tool should they use to accomplish this?

- A. Wait Until Activity
- B. Einstein STO Activity
- C. Engagement Split

Answer: A

NEW QUESTION # 30

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud. What solution should be recommended for execution efficiency?

- A. Use Automation Studio and Salesforce sends with campaign as an audience.
- B. Use Automation Studio to prepare personalization data and initiate journey.
- C. Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D. Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer: B

Explanation:

To send out a biweekly newsletter with personalized property listings for new contacts added to a newsletter campaign in Salesforce CRM, a real estate agency should use Automation Studio to prepare personalization data and initiate journey. Automation Studio can run a scheduled automation that imports new contacts from Salesforce CRM into a data extension, runs query activities to join and filter property data based on contact criteria, and injects contacts into a journey that sends the newsletter with personalized content. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_import_activity.htm&type=5

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

NEW QUESTION # 31

A marketer needs to test personalized content in an email prior to sending. How can the marketer easily minimize the possibility of someone unsubscribing during the testing process?

- A. Deselect the option to Enable System Generated Links in the Test Send.
- B. Send to a Test Data Extension via the Send Flow.
- C. Send the marketing team a link to the Subscriber Preview of the email.
- D. Create a version of the email that does not include the unsubscribe link.

Answer: B

NEW QUESTION # 32

A financial company wants to use Marketing Cloud to send late payment notices to accounts whose payment due date lapsed the previous week. The company has shared the following:

*Payment.csv will arrive on the Enhanced SFTP each Monday at 1 a.m.

*Payments.csv will be encrypted.

*Payments.csv will contain data from the previous week.

*Late payment notices will be sent each Monday at noon.

*They need to receive a file containing customers who opened or clicked on the late payment notice email within five days after

send.

Which automation sequence represents a viable solution?

- A. Import File > File Transfer > SQL Query > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer
- B. File Transfer > Import File > Filter > Wait > Send Email > SQL Query > Wait > Data Extract > File Transfer
- C. File Transfer > File Transfer > Import File > SQL Query > Wait > Send Email > SQL Query > File Transfer
- D. File Transfer > Import File > Filter > Wait > Send Email > Wait > SQL Query > Data Extract > File Transfer

Answer: A

NEW QUESTION # 33

Northern Trail Outfitters has configured Reply Mail Management to handle manual unsubscribe requests. However, they have received complaints from customers who are still getting marketing emails despite having sent multiple unsubscribe replies including phrases like "take me off your list" or "opt out".

How could this behavior be corrected?

- A. Ensure the DNS Record Redirect is correctly configured
- B. Ensure "Common Misspellings" Is selected as one of the Reply Filters
- C. Ensure the two phrases are added the "Filtered Keywords" data extension
- D. Ensure the two phrases are added to a filtered keyword list

Answer: B

Explanation:

A filtered keyword list is a list of words or phrases that trigger an automated response when a subscriber replies with them to an email. For example, if "take me off your list" or "opt out" are added to a filtered keyword list with an unsubscribe action, any subscriber who replies with those phrases will be automatically unsubscribed from future emails. This can help NTO handle manual unsubscribe requests more efficiently and avoid sending unwanted emails to their customers. Reference:

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

NEW QUESTION # 34

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