# Salesforce MKT-101 Practice Test with Latest MKT-101 Exam Questions [2026]



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The beauty of life may be that we don't know what will happen in the future, but even so, we are willing to pursue a bright future. Happiness for us may be the life we want to live, and our MKT-101 Study Materials can provide a good foundation for you to achieve this goal. A good job requires good skills, and the most intuitive way to measure your ability is how many qualifications you have passed and how many qualifications you have.

Salesforce MKT-101 certification exam is an excellent opportunity for marketing professionals to demonstrate their expertise in Marketing Cloud and enhance their career prospects. By passing MKT-101 exam, candidates can gain recognition for their skills and knowledge and open up new opportunities for advancement in their careers.

Salesforce MKT-101 Certification Exam is a valuable credential for marketing professionals who want to demonstrate their expertise in using Marketing Cloud to build and analyze customer journeys. It is also a great way for professionals to improve their career prospects and increase their earning potential. Companies often prefer to hire certified professionals as they provide a level of assurance that they have the necessary skills and knowledge to perform their job effectively.

Earning the Salesforce MKT-101 Certification can help you stand out in a competitive job market and demonstrate your expertise in Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is recognized by employers around the world and is a valuable addition to any marketing or sales professional's resume. Whether you're looking to advance your career or simply want to deepen your knowledge of Marketing Cloud, the MKT-101 exam is an excellent way to demonstrate your skills and expertise in this powerful marketing automation platform.

# MKT-101 Exam Syllabus, MKT-101 Valid Real Test

The MKT-101 exam questions are the perfect form of a complete set of teaching material, teaching outline will outline all the knowledge points covered, comprehensive and no dead angle for the MKT-101 candidates presents the proposition scope and trend of each year, truly enemy and know yourself, and fight. Only know the outline of the MKT-101 Exam, can better comprehensive review, in the encounter with the new and novel examination questions will not be confused, interrupt the thinking of users.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q83-Q88):

**NEW QUESTION # 83**
Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.
What could be configured to meet this request?

- A. Schedule the Contacts Counts Standard Report
- B. Configure the Contact Extract Activity in Automation Studio
- C. Query the _Subscriber Data View and Extract it weekly
- D. Query the _Contact Data View and transfer it weekly

**Answer: C**

Explanation:
To know the number of contacts in their account and email it to their Chief Marketing Officer on a weekly basis, Northern Trail Outfitters should schedule the Contacts Counts Standard Report. This report shows how many contacts are in Marketing Cloud across different channels and platforms. The report can be scheduled to run at a recurring interval and emailed to one or more recipients. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_rn_contacts_count_report.htm&type=5

**NEW QUESTION # 84**
Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.
Which automation activity and configuration setting should be used for import to a data extension?

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

**Answer: C**

**NEW QUESTION # 85**
Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.
Which activity Is required in the automation?

- A. SendLog Extract
- B. SQL Query Activity
- C. Report Definition Activity
- D. Data Extract Activity

**Answer: B**

Explanation:
To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last 24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data

Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data.
Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

**NEW QUESTION # 86**
A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process.
How should the consultant meet this requirement?

- A. Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- B. Create data validation rules for the integrated user in Sales Cloud.
- C. Add custom links to the page layouts in Marketing Cloud
- D. Create a Salesforce Data Extension for the user to select during a Guided Send.

**Answer: D**

**NEW QUESTION # 87**
Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.
What should be resolved prior to generating the audience?

- A. When to send the email
- B. What the offer will be
- C. Who the offer come from
- D. How to determine engagement

**Answer: D**

Explanation:
To send a special discount offer to engaged customers on their email list, Northern Trail Outfitters should resolve how to determine engagement prior to generating the audience. Engagement is a measure of how customers interact with emails, such as opens, clicks, or conversions. Different criteria and thresholds can be used to define engagement, such as recency, frequency, or duration of interactions. Determining engagement will help Northern Trail Outfitters segment their audience and target their offer more effectively. What the offer will be, when to send the email, and who the offer come from are important factors for designing and delivering the email, but they are not relevant for generating the audience based on engagement. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_engagement_split.htm&type=5

**NEW QUESTION # 88**
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