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Salesforce MKT-101 Exam covers a wide range of topics related to customer journey creation, management, and analysis using the Marketing Cloud. It tests the candidate's ability to create and manage personalized customer journeys, design and automate marketing campaigns, and analyze customer behavior and campaign performance using Marketing Cloud tools and features. MKT-101 Exam also covers topics related to email marketing, mobile messaging, social media advertising, and data management.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q124-Q129):

NEW QUESTION # 124

What are data extension data retention policies?

- A. Settings to "soft" delete all data in a Data Extension so there is no data loss.
- B. Settings to define when a data extension or the data within the data extension is deleted.
- C. Settings to prevent users from deleting a Data Extension created by another user.
- D. Settings to control when a data extension creates a back-up of the data it contains.

Answer: B

NEW QUESTION # 125

What is the skill set you need to build emails with dynamic content?

- A. CSS
- B. HTML
- C. Ampscript
- D. SSJS

Answer: C

NEW QUESTION # 126

Northern Trail Outfitters has master data extension of 880,000 subscribers they want to randomly split into 11 groups to test different messaging strategies.
How could this be accomplished?

- A. Use Journey Builder with a random split activity.
- B. Create a random data extension within Email Studio.
- C. Create a random data extension within Contact Builder.
- D. Use Automation Studio with a random split activity.

Answer: B

Explanation:
A random split activity is an automation studio activity that randomly splits a data extension into multiple groups based on percentage or number of records. It can be used to create test groups for different messaging strategies or to segment a large audience into smaller batches for sending. It can handle up to 12 groups and up to 50 million records per group. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_random_split_activity.htm&type=5

NEW QUESTION # 127

Northern Trail Outfitters (NTO) is building a welcome journey for new customers with dynamic content in each email. NTO would like to have content personalized for each customer and include assets based on real-time analysis of what is performing the best for other customers.
Which feature should NTO use?

- A. Einstein Copy Insights
- B. Einstein Content Selection
- C. Enhanced Dynamic Content

Answer: A

NEW QUESTION # 128

A consultant configured a triggered send definition in Sales Cloud for a customer using Marketing Cloud Connect, The trigger is on a

Custom Object called 'Shipments' and is enabled for Triggered Sends in Setup.
Which two configuration requirements should be considered when troubleshooting? (Choose 2 answers)

- A. The Shipment object is on the Account Related List.
- B. There is a Master Detail Relationship from Contact to Shipment.
- C. The Shipment object requires a Lookup to Lead or Contact.
- D. An Apex Trigger is created on the Shipment object.

Answer: A,D

Explanation:
The Shipment object requires a Lookup to Lead or Contact1. This is because triggered sends can only be sent to Salesforce contacts, leads, or person accounts when object records are created or updated1.
An Apex Trigger is created on the Shipment object2. This is because a trigger is Apex code that executes before or after certain operations on an object2, and it can be used to invoke the Marketing Cloud integration action that triggers the email send3.

NEW QUESTION # 129

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