Salesforce MKT-101 Exam Book: Build and Analyze Customer Journeys using Marketing Cloud - DumpsValid Trustable Planform

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Salesforce MKT-101 certification exam is an essential credential for professionals who want to demonstrate their expertise in building and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is highly respected in the marketing industry and is recognized by employers worldwide. By preparing and successfully passing MKT-101 exam, professionals can enhance their career prospects and contribute to the success of their marketing organizations.

To pass the Salesforce MKT-101 Exam, you need to have a solid understanding of the key concepts and best practices in customer journey planning and analysis. You should also be familiar with the various tools and features available in Marketing Cloud, such as email marketing, mobile messaging, social media, and web personalization. In addition, you should be able to apply your knowledge and skills to real-world scenarios, such as creating personalized journeys for different customer segments and analyzing campaign performance metrics.

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To earn your Salesforce MKT-101 Certification, you'll need to demonstrate a thorough understanding of the Marketing Cloud's key features and capabilities, including email marketing, mobile marketing, social media marketing, and more. You'll also need to be able to create and analyze customer journeys using the Marketing Cloud's Journey Builder tool, which allows you to map out the various touchpoints that customers have with your brand and create personalized interactions at each step of the way. With this certification, you'll be able to demonstrate your expertise in all of these areas, making you a more valuable asset to any marketing team that uses Salesforce.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q81-Q86):

NEW QUESTION # 81
Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.
What should be used to prevent emails from being sent if they exceed 2500 contacts7

- A. Stop Activity
- B. Query Activity
- C. Script Activity
- D. Verification Activity

Answer: D

Explanation:
A Verification Activity can be used to prevent emails from being sent if they exceed a certain number of contacts. A Verification Activity checks the number of records in a data extension or list and stops the automation if the number is above or below a specified threshold. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_verification_activity.htm&type=5

NEW QUESTION # 82
Northern Trail Outfitters is using a Salesforce entry event in a Journey to send SMS to contacts located in the United States. They notice new SMS contacts are not receiving messages, and the mobile number in the Salesforce Entry Data Extension was missing the country code.
How could they resolve this issue?

- A. Select 'US' as the sending country in SMS activity.
- B. Configure the phone field in Salesforce as US locale.
- C. Format the phone field in Salesforce as +l[phonenumber],
- D. Select 'Normalize Phone Number* in Journey settings.

Answer: C

Explanation:
To send SMS messages to contacts located in the United States using a Salesforce entry event in a journey, NTO should format the phone field in Salesforce as +l[phonenumber], where +1 is the country code for the United States and [phonenumber] is the 10-digit phone number without any spaces or dashes. This format ensures that Marketing Cloud can correctly identify and validate the mobile numbers for SMS sending. Normalizing phone numbers in journey settings only applies to mobile numbers stored in MobileConnect or MobilePush demographics tables, not to mobile numbers from Salesforce entry events. Selecting 'US' as the sending country in SMS activity only affects how opt-out keywords are processed, not how mobile numbers are validated. Configuring the phone field in Salesforce as US locale only affects how phone numbers are displayed in Salesforce, not how they are formatted for Marketing Cloud. Reference: https://help.salesforce.com/articleView?id=sf.mc_rn_june_2020_moc_normalize_phone_number_journey_setting.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_moc_country_code_processing_for_opt_out_keywords.htm&type=5 https://help.salesforce.com/articleView?id=admin_phoneformat.htm&type=5

NEW QUESTION # 83
Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.
Which two options should the consultant recommend? (Choose 2 answers)

- A. CRM ID
- B. Loyalty Program Number
- C. Mobile Device ID
- D. Email

Answer: A,B

Explanation:
To choose a subscriber key for Marketing Cloud, Northern Trail Outfitters should use a value that is unique, persistent, and channel-agnostic. A CRM ID or a loyalty program number are both good options, as they meet these criteria and can be used to identify and track subscribers across different channels and platforms. Email and mobile device ID are not good options, as they are not unique or persistent (subscribers can change their email or device) and they are specific to one channel (email or mobile). Reference: https://help.salesforce.com/s/articleView?id=sf.mc_co_subscriber_key.htm&type=5

NEW QUESTION # 84
An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: "NTO Weekly: Topics of interest this week."
Which two best practices should the marketer use to make the subject line more effective?
Choose 2 answers

- A. Include information relevant to the message in the subject line.
- B. Include "RE:", "FWD:'\ "etc." to get the reader's attention.
- C. A/B test the effectiveness of different subjects.
- D. Keep the subject text between 50 and 100 characters long.

Answer: A,C

NEW QUESTION # 85
How do you add a contact in contact builder?
Choose 2

- A. Add manually to All Subscribers
- B. Import to MyLists
- C. Import to All Subscribers List
- D. Import to DE

Answer: B,D

NEW QUESTION # 86
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