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Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

Questions & Answers PDF

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To prepare for the Salesforce MKT-101 Exam, candidates should have a solid understanding of digital marketing concepts and experience using Salesforce Marketing Cloud. They should also be familiar with data management and analysis, as well as marketing automation tools and techniques. Salesforce offers a range of training resources, including online courses, webinars, and certification guides, to help candidates prepare for the exam and develop their skills.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q33-Q38):

NEW QUESTION # 33

Northern Trail Outfitters imports an encrypted file of its subscribers' favorite colors.

Which automation activity and configuration setting should be used to import decrypted information to a data extension?

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

Answer: B

NEW QUESTION # 34

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

Answer: D

NEW QUESTION # 35

A global marketing team has created an email using Content Builder Approvals and shared it with multiple business units in their Enterprise. Even though the email was approved, additional changes are needed.

What is the first action that should be taken to make the edits?

- A. Withdraw email approval.
- B. Unshare the email.
- **C. Cancel send using email.**

Answer: C

NEW QUESTION # 36

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that Imports subscriber data regularly and updates key data extensions
- **B. An automation that deletes old data extensions, emails, and reports**
- C. An automation that contains several recurring emails and decisioning points

Answer: B

NEW QUESTION # 37

A consulting has a data extension that contains all current product information. The customer wants to refresh data each morning by importing a CSV containing today's product catalog. The product catalog is never the same; products can be added and removed.

Which import type should be used?

- A. Add/Update
- B. Overwrite
- C. Add Only
- D. Update Only

Answer: A

NEW QUESTION # 38

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