

Salesforce MKT-101 Reliable Exam Tips - Downloadable MKT-101 PDF



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Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Certification Exam is a widely recognized certification that validates a professional's knowledge and skills in building and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification exam is designed for professionals who have experience in designing and executing customer journeys using various Marketing Cloud tools and technologies. MKT-101 Exam covers a wide range of topics such as Marketing Cloud Studio, Journey Builder, Email Studio, Mobile Studio, Advertising Studio, and Social Studio.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q88-Q93):

NEW QUESTION # 88

By which three standard methods could contacts be injected into a journey? Choose 3 answers

- **A. CloudPages Form Submit Event**
- B. Mobile Response Event
- C. Predictive Intelligence Event
- **D. Sales/Service Cloud Event**
- **E. Date-Based Event**

Answer: A,D,E

NEW QUESTION # 89

Northern Trail Outfitters (NTO) wants to send out three emails in Automation Studio. However, NTO wants to ensure each email is fully sent before the next email begins sending.

How should the automation workflow be built to accomplish this?

- **A. Add each Send Email activity to a single step in an automation.**
- B. Add each Send Email activity to different steps in an automation.
- C. Include a Verification activity between each step of an automation.

Answer: A

NEW QUESTION # 90

What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- **A. Share the email program's value proposition**
- B. Require that the subscriber refer a friend
- C. Send three emails on the first day after sign-up
- **D. Personalize email content**

Answer: A,D

NEW QUESTION # 91

Northern Trail Outfitters (NTO) is designing a journey for its platinum loyalty members. There are more than 2 million NTO loyalty but 100,000 of them qualify as Platinum. NTO stores all loyalty member information in a single data extension.

What is the optimal segmentation process that NTO should use to ensure only Platinum members receive the journey emails?

- A. Use Automation Studio to query a population into a data extension.
- **B. Use Filter Contacts criteria in the journey entry source.**
- C. Use a Decision Split activity on the journey canvas.

Answer: B

NEW QUESTION # 92

A marketer wants to send emails to segments that are created from multiple data extensions on a daily basis. The marketer sends kicks off a complex campaign with multiple messages in both Email and Mobile.

Which action should they take to execute the campaign?

- **A. Use Automation Studio query for segmentation and Journey Builder for Messaging and Flow.**
- B. Use Journey Builder Recurring Entry Source, Messaging, and Flow Control Activities

- Answer: A**

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