

Salesforce MKT-101 Latest Dumps Ppt: Build and Analyze Customer Journeys using Marketing Cloud - ActualtestPDF PDF Download Free



Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

Questions & Answers PDF

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q140-Q145):

NEW QUESTION # 140

Northern Trail Outfitters wants to target all customers who have registered to receive Push Notifications. Their app uses the Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group.
- B. Using Contact Builder, create a Filter Data Extension from AB Contact where there is record in MobilePush Demographics.
- C. Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension.
- D. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.

Answer: A,C

Explanation:

To target all customers who have registered to receive push notifications, Northern Trail Outfitters can use two ways to create this segment:

Using Mobile Studio, create a Mobile Push Filtered List then filter on the MobilePush Demographics attribute group. This is a user-friendly tool that allows marketers to segment their mobile push audience based on criteria and conditions without coding.

Using Automation Studio, query the _MobilePushDemographics Data View and save this to a data extension. This is a more advanced tool that allows marketers to segment their mobile push audience using SQL queries and data views.

Using Journey Builder or Contact Builder are not ways to create segments for mobile push audiences, as they are used for different purposes. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_create_a_filtered_list.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_query_activity.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_mobilepushdemographics.htm&type=5

NEW QUESTION # 141

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A. Einstein Content Selection
- B. Dynamic Content Block
- C. Reference Content Block

Answer: A

NEW QUESTION # 142

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. Scheduled Automation, SQL Query Activity, Data Extension Entry, Task Activity
- B. Scheduled Automation, Filter Activity, Data Extension Entry, Contact Activity
- C. Salesforce Data Entry, SQL Query Activity, Task Activity
- D. API Event Entry, SQL Query Activity, Task Activity

Answer: A

NEW QUESTION # 143

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

- * Number of Sends
- * Delivery Rate
- * Overall Bounce Rate
- * Block Bounce Rate
- * Open Rate
- * Click Rate
- * Complaint Rate
- * Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

- A. Email Send Report
- B. Email Performance Over Time Report
- **C. Campaign Email Tracking Report**
- D. Account Send Summary Report

Answer: C

NEW QUESTION # 144

A company has one million subscribers. The company has a Master data extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns.

How should the data be updated?

- A. A scheduled automation to occur every 15 minutes to ensure the data is current.
- B. A scheduled automation to import a nightly file of updated or changed records.
- **C. A file drop automation to execute an import every time a record is updated or added.**
- D. A scheduled automation to import a file containing all of their subscribers.

Answer: C

NEW QUESTION # 145

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