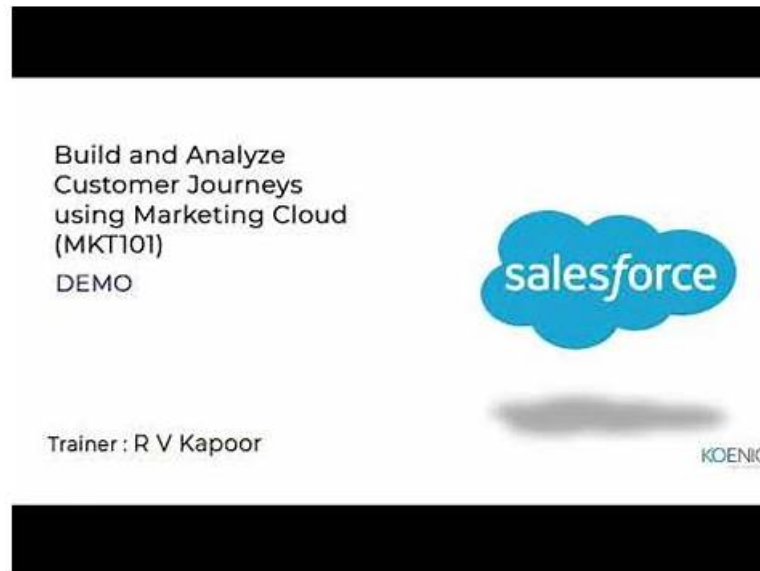


# Build and Analyze Customer Journeys using Marketing Cloud Test Engine & MKT-101 Free Pdf & Build and Analyze Customer Journeys using Marketing Cloud Actual Exam



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As the actual Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) certification exam costs a high penny, DumpsTorrent provides a free demo before your purchase so you can be well aware of the Salesforce MKT-101 exam questions. The Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam dumps are instantly downloadable right after your purchase. In the same way, DumpsTorrent provides a money-back guarantee if in any case, you are unable to pass the Salesforce MKT-101 Certification but the terms and conditions are mentioned on the guarantee page.

Salesforce MKT-101 certification exam is designed to help marketing professionals build and analyze customer journeys using the Marketing Cloud platform. MKT-101 exam covers various topics related to Marketing Cloud, including email marketing, mobile marketing, social media marketing, and advertising automation.

Salesforce MKT-101 exam is a great way to validate your skills and knowledge in Marketing Cloud. It is a comprehensive exam that requires a deep understanding of the Marketing Cloud platform and its features. Passing MKT-101 Exam demonstrates your ability to create customer journeys that are tailored to the needs and preferences of your audience. Build and Analyze Customer Journeys using Marketing Cloud certification can help you stand out in the job market and increase your career opportunities in the field of marketing. Additionally, it can help you gain a better understanding of how Marketing Cloud can be leveraged to optimize customer engagement and drive business growth.

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If you're still learning from the traditional old ways and silently waiting for the test to come, you should be awake and ready to take the exam in a different way. Study our MKT-101 training materials to write "test data" is the most suitable for your choice, after recent years show that the effect of our MKT-101 Guide Torrent has become a secret weapon of the examinee through qualification examination, a lot of the users of our MKT-101 guide torrent can get unexpected results in the examination. Now, I will briefly introduce some details about our MKT-101 guide torrent for your reference.

## Salesforce Build and Analyze Customer Journeys using Marketing Cloud

## Sample Questions (Q35-Q40):

### NEW QUESTION # 35

A marketer is completing a checklist prior to deploying an email, what action will validate feature completed when initiated

- A. confirm that each content area specified in the dynamic content rules existed.
- B. Identify phrases like click here or free that could be marked as spam
- C. ensure subscriber have not subscribed or are undeliverable.
- D. ensure subscriber status at the time of send subscribe or bounced.

Answer: A

### NEW QUESTION # 36

If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out.

What is the issue causing less emails to go out? Select one.

- A. Deliverability issues on account
- B. Email frequency too high
- C. Preference center is too strict
- D. High Watermark if journey builder

Answer: D

### NEW QUESTION # 37

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

Answer: B,D

### NEW QUESTION # 38

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Google Analytics Audience
- B. Einstein Engagement Scoring
- C. Path Optimizer

Answer: A

### NEW QUESTION # 39

Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

- A. Wait Activity
- B. Skip Automation

- Answer: A**

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