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Salesforce MKT-101 Build and Analyze Customer Journeys using Marketing Cloud



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Actual4Cert is famous for its high-quality in this field especially for Salesforce MKT-101 certification exams. It has been accepted by thousands of candidates who practice our MKT-101 study materials for their exam. In this major environment, people are facing more job pressure. So they want to get a Build and Analyze Customer Journeys using Marketing Cloud MKT-101 Certification rise above the common herd.

Salesforce MKT-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Email Message Design and Creation: This part of the exam measures the skills of an Email Campaign Specialist in creating engaging, branded, and responsive email messages using templates and content blocks that support marketing goals.

Topic 2	<ul style="list-style-type: none"> • Introduction to Salesforce Marketing Cloud: This section of the exam measures the skills of a Marketing Cloud Administrator and introduces the basic structure, tools, and functionality of the Marketing Cloud platform. It explains how marketers can use its features to deliver personalized, data-driven customer experiences across multiple channels.
Topic 3	<ul style="list-style-type: none"> • Marketing Automation: This section focuses on the Marketing Cloud Administrator's ability to use automation tools like Automation Studio and Journey Builder to build and execute automated campaigns that guide customers through personalized journeys.
Topic 4	<ul style="list-style-type: none"> • Administration Essentials: This section assesses the abilities of a Marketing Cloud Administrator to manage users, roles, business units, and security settings. It ensures the platform is configured correctly for secure and efficient use by all stakeholders within an organization.
Topic 5	<ul style="list-style-type: none"> • Message Testing, Delivery, and Email Marketing Best Practices: This section assesses how an Email Campaign Specialist ensures quality through message testing, controls delivery settings, and follows industry best practices in email marketing to improve engagement and compliance.
Topic 6	<ul style="list-style-type: none"> • Data Management: This section evaluates the knowledge of an Email Campaign Specialist in organizing, segmenting, and synchronizing contact data. It covers how to create data extensions and ensure accurate data handling for targeted marketing efforts.

To pass the Salesforce MKT-101 Certification Exam, candidates need to have a deep understanding of the Salesforce Marketing Cloud platform and its capabilities. They also need to have experience designing and implementing customer journeys using Marketing Cloud. MKT-101 exam consists of 60 multiple-choice questions and has a time limit of 105 minutes. Candidates need to score at least 65% to pass the exam and earn the certification.

Salesforce MKT-101 is an exam that tests your knowledge of building and analyzing customer journeys using Marketing Cloud. MKT-101 exam is designed for marketing professionals who want to improve their skills in creating targeted marketing campaigns and analyzing customer behavior.

>> **MKT-101 Exam Answers** <<

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q142-Q147):

NEW QUESTION # 142

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails. What should be configured to accomplish this request?

- A. Send Classification
- **B. Sender Profile**
- C. Delivery Profile

Answer: B

NEW QUESTION # 143

Northern Trail Outfitters has a list of Platinum members containing 50,000 subscribers and a Lifetime Member list containing 20,000

subscribers; 7,000 subscribers in the Lifetime Member list also exist in the Platinum Member list.

An email was deployed to the Platinum members, but the marketing team would now like to send the same email to the Lifetime Member list.

Which feature should be used when sending the second email to ensure the 7,000 subscribers that exist on both lists do NOT receive the same email twice?

- A. Domain Exclusion List
- **B. Exclusion List**
- C. Suppression List
- D. Exclusion Script

Answer: B

NEW QUESTION # 144

A marketing team wants to create an automation that can take a population, evaluate its subscriber data, and send a series of emails. The emails received may vary based on each subscriber's engagement with previous emails in the automation.

Which tool should a team with no SQL knowledge or support use?

- A. Scheduled Email Sends
- B. Predictive Email
- **C. Journey Builder**
- D. Automation Studio

Answer: C

NEW QUESTION # 145

Northern Trail Outfitters wants to capture dietary preferences for Contacts who have registered for an upcoming launch event. They have created a data extension of Contacts who have registered for the event and will send them an SMS message from MobileConnect asking them to reply with their dietary preference. When Contact reply to SMS message, the response message will be inserted into a data extension using AMPscript.

Which two MobileConnect templates should be used to send the SMS message and capture the responses?

- A. Info Capture
- **B. Data Capture**
- **C. Text Response**
- D. Outbound

Answer: B,C

Explanation:

To send an SMS message and capture the responses in a data extension using AMPscript, Northern Trail Outfitters should use two MobileConnect templates: Text Response and Data Capture. Text Response is a template that allows marketers to send a text message to a mobile number and receive a reply. Data Capture is a template that allows marketers to use AMPscript to insert the reply into a data extension. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_text_response.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_data_capture.htm&type=5

NEW QUESTION # 146

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

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

Answer: D

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