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Salesforce MKT-101 Certification Exam is designed to test the knowledge and skills of professionals who want to build and analyze customer journeys using Marketing Cloud. MKT-101 exam is ideal for marketers, analysts, and administrators who are responsible for creating and managing customer journeys using Salesforce's Marketing Cloud platform.

Salesforce MKT-101 certification exam is an excellent opportunity for marketing professionals to enhance their skills and knowledge in marketing automation. It is a comprehensive exam that covers various aspects of marketing automation, including email marketing, social media marketing, and mobile marketing. Passing the exam will validate your knowledge and expertise in using Marketing Cloud to create personalized and effective customer journeys.

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MKT-101 Reliable Study Questions, MKT-101 Exam Cram Review

Taking the Salesforce MKT-101 practice test is very beneficial to clear the Build and Analyze Customer Journeys using Marketing Cloud MKT-101 exam on the first try. You get awareness about the Salesforce MKT-101 real exam environment because the MKT-101 Practice Exam has an actual exam-like pattern. Furthermore, the Salesforce MKT-101 practice test tracks and reports your performance.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q69-Q74):

NEW QUESTION # 69

A new Marketing Cloud (MC) customer wants to now implement a Sales Cloud instance to go along with their MC Instance. The MC instance has been live for a year now, where the primary key for records has been the Email Address. Which two options would prevent the customer from duplicating records? (Choose 2 answers)

- A. Identify what key the customer wants and have the MC Contact model control it.
- B. Continue as normal, as Marketing Cloud contact Models will dedupe keys by Email Address.
- C. Purge the current records and carry on with new keys sourced from Sales Cloud.
- D. Get existing records updated with new Keys sourced from Sales Cloud instance.

Answer: C,D

NEW QUESTION # 70

Northern Trail Outfitters has a Master Customer shared data extension. The company wants to make the table available to some of the business units, but not all of them.

How can access to the Master Customer table be restricted?

- A. Data Extension Sharing Rules
- **B. Shared Data Extension Permissions**
- C. Manage Data Extension Policies
- D. Date/Time Range for Access

Answer: B

NEW QUESTION # 71

A retailer has been gathering email addresses in-store by asking customers to enter their email addresses at checkout to receive promotional emails. Upon sending to these addresses, many bounce because they are not valid. The marketing team would like to implement an acquisition strategy to address this.

Which strategy should be used?

- A. List Detective
- **B. Double Opt-In**
- C. Single Opt-In
- D. Website Signups

Answer: B

NEW QUESTION # 72

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holiday promotional email.

Which feature should NTO use?

- A. Einstein Coy Insights
- **B. Einstein Content Selection**
- C. Enhanced Dynamic Content

Answer: B

NEW QUESTION # 73

Northern Trail Outfitters (NTO) specializes in delivering snack boxes to its members. NTO offers a 90-day trial on the snack boxes. NTO would like to send out a series of emails to educate and remind members to purchase the snack box subscription before the 90-day trial ends. Which tool is recommended for this scenario?

- A. Triggered Emails
- B. Guided Send
- C. Playbooks/Journey builder
- **D. Automation Studio**

Answer: D

NEW QUESTION # 74

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