

Salesforce New MKT-101 Test Tips: Build and Analyze Customer Journeys using Marketing Cloud - TorrentVCE Bring you The Best Products



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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q52-Q57):

NEW QUESTION # 52

A marketer is preparing to send out the weekly newsletter, but they're unable to see the email address that they would like to send from.

Where should a marketer go to see a list of all email addresses and domains that are verified for sending?

- **A. From Address Management**
- B. Domain SSL Certificates
- C. Send Classifications

Answer: A

NEW QUESTION # 53

A customer wants to store financial data related to invoicing in its data extensions.

What field type should be used?

- **A. Decimal**
- B. Float
- C. Currency
- D. Number

Answer: A

NEW QUESTION # 54

After sending an initial 'welcome' email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?

- A. Behavioral Trigger
- B. Engagement Split
- **C. Wait Until Event**

Answer: C

NEW QUESTION # 55

Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

- A. Journey Data queried from main data extension
- **B. Contact Data using Synchronized Data Sources**
- C. Journey Data using CRM Report Import Activity to Salesforce Data Extension
- D. Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes

Answer: B

NEW QUESTION # 56

Northern Trail Outfitters' marketing team is made up of a marketing manager, a marketing specialist, and a graphic designer. The team is new to Marketing Cloud and has very little coding experience. Currently, they use Excel and VLOOKUP to segment their email audiences and import them into Marketing Cloud.

What solution should be recommended to allow for long-term self-sufficiency in segmentation?

- A. Attribute Groups
- **B. Data Filters**
- C. Query Activities
- D. Publication Lists

Answer: B

Explanation:

To allow for long-term self-sufficiency in segmentation, Northern Trail Outfitters should use data filters. Data filters are a user-friendly tool that allows marketers to segment their data based on criteria and conditions without coding. Data filters can also be refreshed and reused for different campaigns. Attribute groups are used to link data sources in Contact Builder, not for segmentation. Publication lists are used to manage opt-in preferences, not for segmentation. Query activities require SQL knowledge and coding skills, which the marketing team lacks. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_data_filters.htm&type=5

NEW QUESTION # 57

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