Salesforce MKT-101 Valid Test Bootcamp - Reliable MKT-101 Exam Blueprint

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Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Certification Exam is designed to test the candidate's knowledge and skills in building and analyzing customer journeys using Salesforce Marketing Cloud. MKT-101 exam covers various topics such as creating and managing campaigns, designing personalized journeys, implementing automation, and analyzing campaign performance metrics. Build and Analyze Customer Journeys using Marketing Cloud certification is aimed at marketing professionals who want to demonstrate their expertise in using Salesforce Marketing Cloud to enhance their marketing strategies and campaigns.

Salesforce MKT-101 exam is an excellent opportunity for marketing professionals to showcase their knowledge and skills in using Marketing Cloud to build and analyze customer journeys. It is a challenging exam, but with the right preparation and dedication, you can pass it and take your career to the next level.

The Build and Analyze Customer Journeys using Marketing Cloud certification exam includes multiple-choice questions, and you need to score at least 68% to pass. The test lasts for 105 minutes, and you're required to take it in a proctored environment. With a Salesforce MKT-101 Certification, you'll have the expertise to create effective marketing campaigns that drive engagement and results.

Reliable MKT-101 Exam Blueprint | MKT-101 Answers Real Questions

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q125-Q130):

NEW QUESTION # 125
In which two ways can Contact Builder be used to affect data stored on a data extension? Choose 2 answers

- A. Add a single record to a data extension
- B. Clear the data from a data extension
- C. Export data from a data extension to any SFTP location
- D. Reconcile contact data on multiple Contact IDs

Answer: C,D

NEW QUESTION # 126
Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Triggered Send
- B. Inbox Preview
- C. Content Detective
- D. Content Builder

Answer: C

Explanation:
https://help.salesforce.com/articleView?id=mc_es_content_detective.htm&type=5

NEW QUESTION # 127
Northern Trail Outfitters wants to its emails to be redirected to Marketing Cloud server* for processing.
Which configuration setting should the consultant recommend'

- A. Private Domains
- B. Sender Authentication Package
- C. Reply Mail Management
- D. Custom Delivery Profiles

Answer: B

Explanation:
This setting allows the consultant to verify the sender's identity and configure the incoming email settings. Reference: https://help.salesforce.com/articleView?id=mc_es_sap_overview.htm&type=5 To redirect its emails to Marketing Cloud servers for processing, Northern Trail Outfitters should use a Sender Authentication Package. A Sender Authentication Package is a feature that allows marketers to authenticate their email sends with their own domain and branding, instead of using Marketing Cloud's default domain and branding. This will improve email deliverability and reputation, as well as provide more control over email settings and preferences. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

NEW QUESTION # 128
An account will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension

for sending email campaigns.

Which two steps should the marketer take when creating the data extension?

Choose 2 answers

- A. Relate the Email Address to Subscriber Key
- B. In Properties, check the "Is Sendable" option
- C. Set the Email address column as Primary Key
- D. Set the column with Subscriber Key as Primary Key

Answer: A,B

NEW QUESTION # 129

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale."

What feature should be used to target these members?

- A. SQL Query Activity
- B. Group Refresh
- C. Email Send Report
- D. Engagement Split

Answer: D

NEW QUESTION # 130

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