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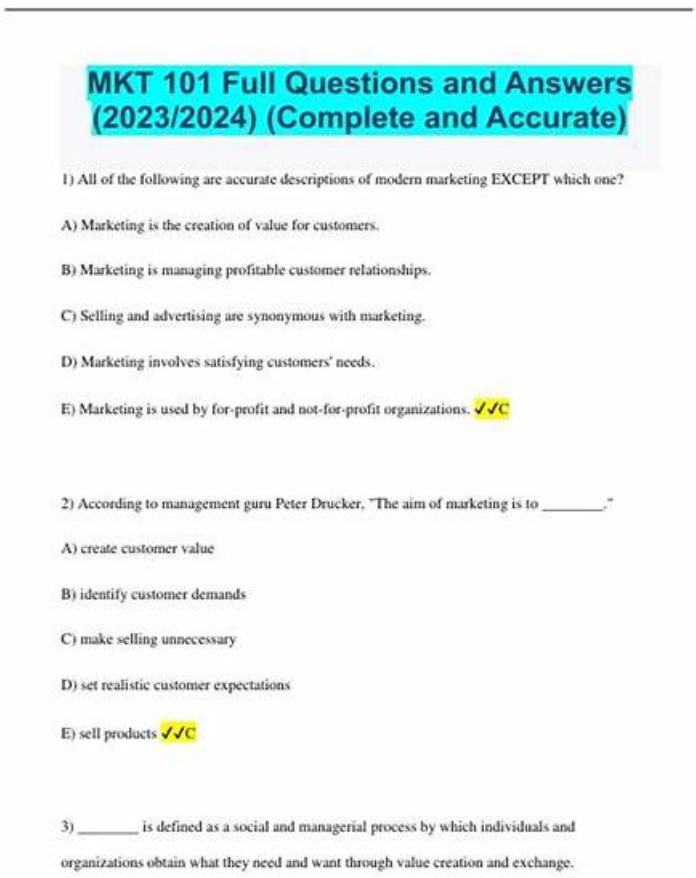

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

A) Marketing is the creation of value for customers.

B) Marketing is managing profitable customer relationships.

C) Selling and advertising are synonymous with marketing.

D) Marketing involves satisfying customers' needs.

E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

A) create customer value

B) identify customer demands

C) make selling unnecessary

D) set realistic customer expectations

E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Thousands of Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam applicants are satisfied with our MKT-101 practice test material because it is according to the latest Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam syllabus and we also offer up to 1 year of free Salesforce Dumps updates. Visitors of VCE4Dumps can check the MKT-101 product by trying a free demo. Buy the MKT-101 test preparation material now and start your journey towards success in the MKT-101 examination.

Salesforce MKT-101 is a certification exam that is designed to test your understanding of how to build and analyze customer journeys using Marketing Cloud. MKT-101 exam is aimed at individuals who have a good understanding of the Marketing Cloud platform and have experience in building and managing customer journeys for their clients.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q79-Q84):

NEW QUESTION # 79
Northern Trail Outfitters (NTO) just hired a new associate who is brand new to email marketing to start creating and deploying the company's monthly campaigns. NTO wants to ensure no mistakes are made.
Which two elements of the send can be reviewed with Approvals?
Choose 2 answers

- A. Hyperlinks
- B. Subject Line
- C. From Name
- D. Send Count

Answer: B,C

NEW QUESTION # 80
A marketer needs a quick count of record in a data extension with 'Djibouti' as they value for Country.
What should they use to determine the number of matching records in the least amount of steps?

- A. Filtered data extension
- B. Data Filter
- C. SQL Query

Answer: A

NEW QUESTION # 81
Northern Trail Outfitters maintains their primary customer identity in their ERP system but managers their customer service via Service Cloud. Customer data is updated in real-time based on changes in the ERP, and the ERP customer ID serves as the Customer Key. They want to leverage Synchronized Data Extensions to import data about cases from Service Cloud every 15 minutes.
What consideration should be made before implementing this solution?

- A. Moving to use the email address as the contact key would simplify the integration since it is common to both systems.
- B. Marketing Cloud will deduplicate customers based on their email address, meaning some customers may be overwritten or not receive email.
- C. They will have to migrate to use Service Cloud IDs, such as the Contact ID, as the contact key instead of ERP IDs.
- D. The number of contacts added to the instance will be approximately twice as large by using this integration pattern.

Answer: C

NEW QUESTION # 82
A customer wants to create a loyalty program by Identifying all subscribers who clicked on a link within any email sent within the last six months.
What should be recommended?

- A. Create and execute a SQL Query against the _Click data view.
- B. Create and execute a Subscriber Engagement report.
- C. Create and execute a Tracking Extract.
- D. Create and execute a Data Filter on the_Click data view.

Answer: A

Explanation:
A SQL query is an automation studio activity that allows querying data from data extensions or data views using SQL statements. A data view is a system-generated table that stores information about subscriber actions, such as clicks, opens, bounces, etc. The _Click data view contains information about each click event for each subscriber in the last six months. By creating and executing a SQL query against the _Click data view, the customer can identify all subscribers who clicked on a link within any email sent within the last six months. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_sql_query_activity.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_as_data_view_click.htm&type=5

NEW QUESTION # 83
A marketer wants to store all the attributes for a triggered send within a data extension.
Which configuration is required when creating the data extension?

- A. Include Subscriberkey and Emailaddress field as primary key.
- B. Select the 'Use for triggeredsend' checkbox.
- C. Create from template and choose triggeredsend template.

Answer: A

NEW QUESTION # 84
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