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The Web-Based Salesforce MKT-101 practice test evaluates your Build and Analyze Customer Journeys using Marketing Cloud exam preparation with its self-assessment features. With this computer-based program, you may automate the entire Salesforce exam testing procedure. The web-based Salesforce MKT-101 practice test elegantly designed interface is compatible with all browsers, including Internet Explorer, Safari, Opera, Google Chrome, and Mozilla Firefox. It will make practice and preparation for the Salesforce MKT-101 Exam more intelligent, quick, and simple. So, you can be confident that you will find all you need to know to pass the Salesforce MKT-101 exam questions on the first try.

Salesforce MKT-101 is a certification exam that focuses on building and analyzing customer journeys using the Marketing Cloud platform. MKT-101 exam is designed to test your knowledge and skills in planning, implementing, and analyzing customer journeys, as well as understanding the key features and capabilities of Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for professionals who want to gain expertise in marketing automation and customer engagement, and who want to demonstrate their proficiency in using Marketing Cloud to drive business results.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q98-Q103):

NEW QUESTION # 98
The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.
At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. SQL Query, Data Extract, File Transfer
- B. Filter, Data Extract, File Transfer
- C. SQL Query, Filter, Data Extract

Answer: B

NEW QUESTION # 99
Northern Trail Outfitters wants to control what content is available to certain users and business units. They also want to control what is allowed to be edited and ensure those edited are reviewed prior to being changed.
What should be implemented to achieve these goals?

- A. Edit the Content Permissions and Restrictions by Role setting for each user.
- B. Integrate an outside CMS with all these permissions built in.
- C. Set up Approval Workflow and Share setting inside Marketing Cloud.
- D. Build out an internal business governance and process to support this.

Answer: C

NEW QUESTION # 100
A marketer needs to send emails to all 20 members of the creative team for proofing as a part of an email campaign.
Which Preview $ Test Content Personalization option should be used?

- A. Based on Subscriber Preview List or Data Extension
- B. Based on Preview
- C. Based on Recipient test Data Extension

Answer: A

NEW QUESTION # 101
A customer wants to send an email confirming opt-in when someone signs up for their emails via a form on their website. The email should arrive within a few minutes of completing the form, and all of the form data needs to be stored in Marketing Cloud to personalize the outgoing email. The customer has access to a developer for working with APIs, but they want to be able to change the email creative without involving the developer.
What should a consultant recommend?

- A. Use a Triggered Send Data Extension to capture form data and deploy the email.
- B. Use a Send Email activity in Automation Studio to run hourly and deploy emails.
- C. Use the WSProxy via SSJS to deploy the email after capturing form data.
- D. Use a SQL Query activity in Automation Studio to run hourly and deploy emails.

Answer: A

NEW QUESTION # 102

The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit. Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Brand guidelines for Corporate Apparel is different from NTO
- B. Using different From Name and Email Address settings
- C. Sending from a separate IP Address and Domain
- D. Managing Unsubscribes for the Corporate Apparel Division only

Answer: D

NEW QUESTION # 103

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Our MKT-101 training materials have been honored as the panacea for the candidates for the exam since all of the contents in the MKT-101 guide quiz are the essences of the exam. There are detailed explanations for some difficult questions in our MKT-101 exam practice. Consequently, with the help of our MKT-101 Study Materials, you can be confident that you will pass the exam and get the related certification as easy as rolling off a log. So what are you waiting for? Just take immediate actions!

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