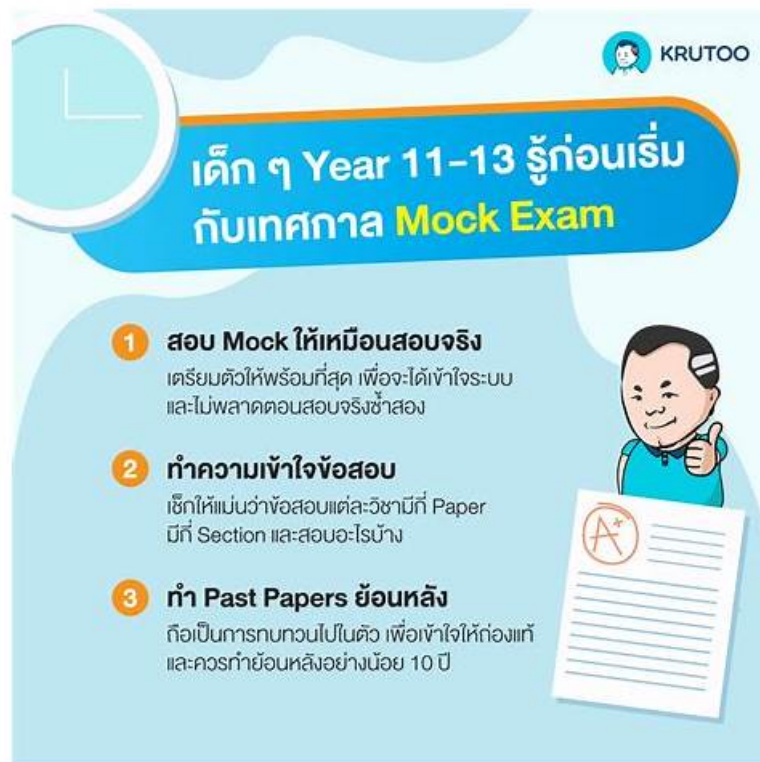# Practical Exam MKT-101 Cram Review | Easy To Study and Pass Exam at first attempt & Efficient Salesforce Build and Analyze Customer Journeys using Marketing Cloud

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Salesforce MKT-101 exam is designed for professionals who want to gain expertise in designing and analyzing customer journeys using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for marketing professionals, sales representatives, and consultants who are looking to enhance their skills in building and analyzing customer journeys using Salesforce Marketing Cloud.

Passing the Salesforce MKT-101 exam demonstrates that you have the skills and knowledge needed to create effective marketing campaigns using Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is recognized by employers and can help you stand out in a competitive job market.

Earning the Salesforce MKT-101 Certification can help you advance your career as a marketing professional and demonstrate your expertise in Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification can enhance your credibility and open up new job opportunities with higher salaries. Moreover, it can help you stay up-to-date with the latest trends and best practices in the marketing industry and improve your skills in creating personalized and engaging customer experiences.

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Questions

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q97-Q102):

NEW QUESTION # 97
A healthcare company imports its patient portal registrations at the parent level business unit (BU). The marketing team would like to ensure individual office locations have access to this data without giving access to the parent level BU.
What should the marketing team do in Automation Studio to ensure data is available at the child BU level?

- A. Create automations that import the data directly into the child BUs to bypass the parent level BU.
- B. After the file import, use the filter activity to populate shared data extensions that are available to child BUs.
- C. After the file import, use the transfer file activity to move data into data extensions in child BUS.

Answer: B

NEW QUESTION # 98
How can AMP script customize email messages?
A: Provide advanced content personalization
B: Insert responsive content based on the user's viewing device.
C: Automate the flow of creating email messages.
D: Automate the template creation process.
1. Northern Train Outfitters wants to display different content
areas based on the subscriber data.
What can be used to accomplish
this? Choose 2 answers

- A. Personalization Strings
- B. Dynamic Content
- C. AMP script
- D. Profile Mapping

Answer: B,C

NEW QUESTION # 99
An online retailer would like to utilize Journey Builder interactions for sending post-purchase communications to their customers.
What Contact Entry mode best fits this scenario?

- A. Re-entry after time
- B. Re-entry anytime
- C. No re-entry
- D. Re-entry only after existing

Answer: D

NEW QUESTION # 100
A marketer wants to grow the company's email subscriber list via social channels and its mobile app. Which best practice can the marketer use to grow the subscriber list? (Choose 2)

- A. Promote content on social channels that requests an email address
- B. Send unsolicited requests on Twitter to sign up for email

- C. Search Facebook fans' profiles for mail addresses
- D. Provide and opt-in checkbox on the mobile app registration form

Answer: A,D

NEW QUESTION # 101

Northern Trail Outfitters wants to target Contacts in an abandoned cart Journey with a Facebook ad. An Ad Campaign Activity has been added to the Journey canvas.
Which extension product should be enabled to use the Ad Campaign Activity?

- A. Audience Studio
- B. Social Studio
- C. Advertising Studio
- D. Interaction Studio

Answer: B

Explanation:
To use the Ad Campaign Activity in a Journey Builder journey, Northern Trail Outfitters should enable Advertising Studio.
Advertising Studio is a tool that allows marketers to create and manage advertising campaigns on different platforms, such as Facebook, Google, or Twitter. The Ad Campaign Activity is a feature of Advertising Studio that allows marketers to add contacts from a journey to an advertising audience and target them with relevant ads. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_advertising_studio.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_as_ad_campaign_activity.htm&type=5

NEW QUESTION # 102

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