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Salesforce MKT-101 exam covers a range of topics, including the basics of Marketing Cloud, creating customer journeys, designing and sending emails, managing data, and analyzing results. MKT-101 Exam is intended for both business and technical professionals who work in marketing, sales, or customer service.

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They found difficulty getting hands on Salesforce MKT-101 real exam questions as it is undoubtedly a tough task. Besides this, it is also hard to pass the MKT-101 exam on the first attempt. Nervousness and fear of exam is also daunting for applicants. The actual MKT-101 Questions being offered by ActualVCE will enable you to obtain the certification without any hassle.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q123-Q128):

NEW QUESTION # 123

Northern Trail Outfitters is growing and acquiring other organizations, each with its own instance of Sales Cloud. They are debating whether to upgrade Marketing Cloud Connect to Multi-Org.
What consideration could be provided to help with the decision?

- A. Custom profile and subscription centers will not be required.
- **B. Once an account is upgraded to Multi-Org, it cannot be turned off.**
- C. Shared Salesforce Data Extensions will be enabled in up to 5 business units.
- D. Existing accounts cannot be upgraded to Multi-Org.

Answer: B

NEW QUESTION # 124

A marketer is configuring Path Optimizer in Journey Builder to test three different email subject lines. They want to configure a holdback audience to receive the winning path, but the option is unavailable.

Why would the marketer be unable to configure a holdback audience?

- A. The journey is scheduled to repeat.
- B. Holdback audiences are only available for A/B Tests.
- C. Holdback audience cannot be used for subject lines tests.
- D. The Journey is a one-time scheduled send.

Answer: C

NEW QUESTION # 125

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data.

a. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries.

Which tool should NTO use?

- A. Email Performance Over Time Report
- B. Filter Activity in Automation Studio
- C. Pivot table in Datorama Reports

Answer: C

NEW QUESTION # 126

Northern Trail Outfitters' (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- A. Two-Step Workflow Approval
- B. Preview Tab
- C. Content Detective
- D. Standard Workflow Approval

Answer: B

NEW QUESTION # 127

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and NotSent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

What method should be suggested in this scenario?

- A. Data Retrieves on the Send Object
- B. Data View Export with every send
- C. Platform Events API
- D. Event Notification Service

Answer: A

NEW QUESTION # 128

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