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Salesforce MKT-101 Certification Exam is designed to test an individual's knowledge and abilities in building and analyzing customer journeys using the Salesforce Marketing Cloud platform. MKT-101 exam is intended for marketing professionals who want to showcase their expertise in creating and executing effective marketing campaigns that engage and convert customers throughout their journey.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q54-Q59):

NEW QUESTION # 54

An account has a Subscriber Key enabled, and 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. What steps would the marketer take when creating the data extension? (Choose 2)

- **A. Relate the Email address to the Subscriber Key**
- B. Set the Email address column as a Primary Key
- **C. Check the "Is Sendable" option**
- D. Set the column representing the Subscriber Key as a Primary Key

Answer: A,C

NEW QUESTION # 55

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

- A. Add descriptive tags to each asset upon creation.
- B. Add assets to folders upon creation.
- **C. Add a description to each asset upon creation.**

Answer: C

NEW QUESTION # 56

What is a personalization string?

- A. A content area that will display based on a subscriber attribute
- **B. A snippet of text that inserts subscriber attributes into an email**
- C. An automated way of scraping a website for content to populate inside of an email
- D. The snippet of text at the top of the email that is visible before an email has been opened

Answer: B

NEW QUESTION # 57

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

- A. Multi-Step journey with an API Event entry source
- **B. Triggered Send Definition**
- C. Single Send journey with an API Event entry source
- D. Transactional Messaging API

Answer: B

NEW QUESTION # 58

Northern Trail Outfitters wants to optimize email engagement.

Which elements could they test using the A/B Test feature?

- A. From Name, Sender Profile, and Subject Line
- **B. From Name, Preheader, and Subject Line**
- C. From Name, Preheader, and Dynamic Rules

- Answer: B**

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