

Topic 1	<ul style="list-style-type: none"> • Introduction to Salesforce Marketing Cloud: This section of the exam measures the skills of a Marketing Cloud Administrator and introduces the basic structure, tools, and functionality of the Marketing Cloud platform. It explains how marketers can use its features to deliver personalized, data-driven customer experiences across multiple channels.
Topic 2	<ul style="list-style-type: none"> • Administration Essentials: This section assesses the abilities of a Marketing Cloud Administrator to manage users, roles, business units, and security settings. It ensures the platform is configured correctly for secure and efficient use by all stakeholders within an organization.
Topic 3	<ul style="list-style-type: none"> • Email Message Design and Creation: This part of the exam measures the skills of an Email Campaign Specialist in creating engaging, branded, and responsive email messages using templates and content blocks that support marketing goals.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q113-Q118):

NEW QUESTION # 113

To make a data extension sendable what must it contain. (Select Two)

- A. Link ToolTip
- B. Primary Key
- C. Subscriber Key
- D. Email Address

Answer: C,D

NEW QUESTION # 114

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

Answer: C

NEW QUESTION # 115

A customer team wants to retarget subscribers who click on links of key items promoted across email campaigns. The customer has indicated the following:

- * Emails will be built using a custom dynamic template for these messages.
- * Links will vary over time and across campaigns.

* Click activity will be cross-referenced with subscribers' regional markets on a master subscriber data extension.

* Retargeting messages will dynamically populate content based on regional market.

In order for this solution to be viable, which skill set does the customer team need to possess?

- A. HTML
- **B. AMPscript**
- C. SQL
- D. SSJS

Answer: B

NEW QUESTION # 116

Northern Trail Outfitters has started the process of integrating its Marketing Cloud account and Sales Cloud org through Marketing Cloud Connect.

Which configuration should be utilized for the API user created in Marketing Cloud?

- A. API User checkbox is selected, no roles are assigned to user.
- B. API User checkbox is deselected, all available roles are assigned to user.
- **C. API User checkbox is selected
Administrator & Marketing Cloud Administrator roles are applied.**
- D. API User checkbox is deselected, Marketing Cloud Viewer role is applied.

Answer: C

Explanation:

The API user created in Marketing Cloud for Marketing Cloud Connect should have the API User checkbox selected and the Administrator & Marketing Cloud Administrator roles applied. This ensures that the user has access to all features and functions in Marketing Cloud and can perform API calls between Marketing Cloud and Sales Cloud. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_co_create_a_marketing_cloud_api_user.htm&type=5

NEW QUESTION # 117

Northern trail Outfitters is expanding globally into 16 new countries and wants to start localizing their email content to speak to subscribers in their own language. They want to do this as efficiently as possible and are anticipating growth into other locales in the near future.

Which two options could be recommended?

Choose 2 answers

- A. Leverage Concept Builder to create email templates for each individual language and populate the templates via the UI.
- B. Leverage personalization strings within the email template to pull in language-specific content.
- **C. Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.**
- **D. Leverage enhanced dynamic content Mocks within Content Builder to create language-specific emails.**

Answer: C,D

Explanation:

Two options that could be recommended for localizing email content to speak to subscribers in their own language are:

Leverage AMPscript within an email template to lookup subscriber language and personalize the email based on the value.

AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as looking up data from data extensions, applying conditional logic, or displaying dynamic content based on subscriber attributes or behaviors.

Leverage enhanced dynamic content blocks within Content Builder to create language-specific emails. Enhanced dynamic content blocks are blocks that allow marketers to create personalized content based on rules and filters without coding.

Leveraging personalization strings within the email template will not help with localization, as they are used for inserting simple subscriber attributes or system information into messages. Leveraging Content Builder to create email templates for each individual language will not be efficient or scalable, as it will require creating and maintaining multiple templates for each message. Reference:

https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_ceb_enhanced_dynamic_content_blocks.htm&type=5

NEW QUESTION # 118

