

Professional Test MKT-101 Guide - 100% Pass MKT-101 Exam



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The Salesforce MKT-101 Exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, data management, and analytics. MKT-101 exam also includes questions related to customer journey mapping, segmentation, and personalization. Candidates are required to demonstrate their knowledge of the Marketing Cloud platform, its features, and its capabilities.

>> Test MKT-101 Guide <<

Salesforce MKT-101 Questions PDF To Unlock Your Career [2026]

The Salesforce MKT-101 questions formats are PDF dumps files, desktop practice test software, and web-based practice test software. All these Salesforce MKT-101 questions format hold some common and unique features. Such as Salesforce PDF dumps file is the PDF version of MKT-101 dumps that works all operating systems and devices. Whereas the other two TestBraindump practice test questions formats are concerned, both are the mock Salesforce MKT-101. Both will give you a real-time Salesforce

MKT-101 exam preparation environment and you get experience to attempt the MKT-101 preparation experience before the final exam.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q133-Q138):

NEW QUESTION # 133

If I want to introduce a new line of footwear. I am excluding anyone who does not have shoe as an attribute listed in their preference center. I plan to send the emails daily. After a short time, I notice many people updating their preferences, and less emails are going out.

What is the issue causing less emails to go out? Select one.

- A. Deliverability issues on account
- B. Email frequency too high
- **C. High Watermark if journey builder**
- D. Preference center is too strict

Answer: C

NEW QUESTION # 134

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?

- **A. Sender Profile**
- B. Sender Authentication Package
- C. Brand Builder

Answer: A

NEW QUESTION # 135

Which data model should be used to create a Group?

- A. Data Extensions
- B. Data Filters
- C. Active Audiences
- **D. Lists**

Answer: D

NEW QUESTION # 136

Northern Trail Outfitters received a complaint today from a customer who received an email after unsubscribing last week. Today's email was sent using Marketing Cloud Connect (MCC), though last week was sent when an external system dropped a file on the Marketing Cloud SFTP and triggered a User-Initiated Send through an automation.

What could be the reason the customer received the email through MCC?

- A. The previous send's user needed to have edit permissions in Salesforce,
- B. Email Opt Out is only updated if the send originates in Salesforce.
- C. The Email Opt Out field needs to be added to the Contact Page Layout.
- **D. The previous send used Email Address as a Subscriber Key.**

Answer: D

NEW QUESTION # 137

How are Publication Lists used?

- Answer: D**

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