

Build and Analyze Customer Journeys using Marketing Cloud exam collection, MKT-101 actual test



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To pass the Salesforce MKT-101 exam, you will need to demonstrate a deep understanding of Marketing Cloud's features and capabilities, as well as the ability to apply best practices to design and execute effective customer journeys. Build and Analyze Customer Journeys using Marketing Cloud certification will not only validate your expertise in Marketing Cloud but also make you stand out among your peers in the marketing industry. By passing MKT-101 Exam, you will gain access to a variety of career opportunities, including roles in marketing automation, email marketing, and digital marketing strategy.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q151-Q156):

NEW QUESTION # 151

A customer wants to set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud. They are currently in the process of hiring a full-time developer but want an implementation in place for the developer to maintain.

What should the customer have in place to ensure this solution can be implemented?

- A. A Datorama instance to ingest their data

- B. An Interaction Studio instance to ingest their data
- C. A Transactional Journey with the Not Sent Notification activity included
- **D. An external system to receive and confirm callback and subscriptions**

Answer: D

Explanation:

To set up a real-time, API-driven way to be alerted when transactional messages fail to send out of Marketing Cloud, Northern Trail Outfitters should have an external system to receive and confirm callback and subscriptions. Callbacks are notifications that Marketing Cloud sends to an external system when certain events occur, such as message failures or bounces. Subscriptions are requests that specify which events and messages an external system wants to receive callbacks for. Reference: <https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-apis.meta/mc-apis/transactional-messaging-api.htm>

NEW QUESTION # 152

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

- A. A new delivery profile that pulls in store location in the footer
- **B. A dynamic From Name that pulls in the store location**
- C. A From Name for each store location
- **D. A new send classification for holiday promotions**

Answer: B,D

NEW QUESTION # 153

Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails. What should be configured to accomplish this request?

- A. Delivery Profile
- **B. Sender Profile**
- C. Send Classification

Answer: B

NEW QUESTION # 154

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions. What should a marketer use to build this level of personalization into the email?

- A. Personalization Strings
- B. AMPscript Search Functions
- **C. Enhanced Dynamic Content Blocks**

Answer: C

NEW QUESTION # 155

Northern Trail Outfitters (NTO) would like to target members who recently received and opened any promotional email with the subject line "NTO Spring Sale."

What feature should be used to target these members?

- **A. Engagement Split**
- B. SQL Query Activity
- C. Email Send Report
- D. Group Refresh

Answer: A

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