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Hot MKT-101 Test Dumps.zip Pass Certify | Efficient Pass4sure MKT-101 Dumps Pdf: Build and Analyze Customer Journeys using Marketing Cloud

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The MKT-101 Exam consists of 60 multiple-choice questions and has a time limit of 90 minutes. To pass the exam, you'll need to score at least 68%. MKT-101 exam covers a broad range of topics, including creating and managing customer journeys, building email campaigns, managing data with Marketing Cloud, and analyzing results using Marketing Cloud's reporting and analytics tools.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q108-Q113):

NEW QUESTION # 108

Northern Trail Outfitters wants to export a data file to its SFTP using Automation Studio. The file should contain all subscribers who did not receive their intended email in the last 24 hours. The automation will be scheduled to run each day.

Which activity Is required in the automation?

- A. Data Extract Activity
- B. Report Definition Activity

- C. SendLog Extract
- **D. SQL Query Activity**

Answer: D

Explanation:

To export a data file to its SFTP containing all subscribers who did not receive their intended email in the last 24 hours, Northern Trail Outfitters should use a Data Extract Activity in their automation. A Data Extract Activity is an activity that allows marketers to extract data from Marketing Cloud and place it in a file on an Enhanced FTP location or an external SFTP location. The Data Extract Activity can use different extract types, such as Tracking Extract or Data Extension Extract, to export different types of data. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_extract_activity.htm&type=5

NEW QUESTION # 109

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients. Which tool should the marketer use?

- **A. Send Preview**
- B. Content Detective
- C. Test Send

Answer: A

NEW QUESTION # 110

The marketing team has been troubleshooting why an email was not sent to 10% of the audience within the data extension. When they review the tracking for the job ID, they see 0 subscribers were held or unsubscribed. Which additional issues should they consider?

- A. Suppressed contacts from contact deletion
- B. DoNotTrack preferences
- **C. Bounced contacts from previous sends**

Answer: C

NEW QUESTION # 111

EXAM Question on templates where there are no technical resources to build responsive web techniques:

Explain how to create an email using responsive web techniques, and it's required to render on Mobile. (Choose 2)

- A. Mobile Design Template with Content Boxes
- B. HTML Paste
- C. Mobile Design template
- **D. Standard Template with Content boxes**
- **E. HTML Paste template with Content Boxes**

Answer: D,E

NEW QUESTION # 112

A customer wants to segment point of sale system data stored in Marketing Cloud with data from the Contact and Campaign objects in Salesforce.

Which two tools should be used? Choose 2 answers

- A. Salesforce Reports
- **B. Synchronized Data Extensions**
- C. Filter Activity
- **D. SQL Query Activity**

Answer: B,D

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