

MKT-101 Exam Consultant - Reliable MKT-101 Exam Question



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Salesforce MKT-101 certification exam is ideal for professionals who are responsible for creating and managing customer journeys, email campaigns, mobile campaigns, social media campaigns, and advertising campaigns using Marketing Cloud. MKT-101 exam tests the candidate's ability to design and implement customer journeys that are personalized, relevant, and engaging. Build and Analyze Customer Journeys using Marketing Cloud certification exam also evaluates the candidate's knowledge of using Marketing Cloud tools for data analysis, segmentation, and targeting. Passing the Salesforce MKT-101 Certification Exam demonstrates that the professional has a deep understanding of Marketing Cloud and is able to build and analyze customer journeys that drive business growth and customer engagement.

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Our MKT-101 exam dumps strive for providing you a comfortable study platform and continuously explore more functions to meet

every customer's requirements. We may foresee the prosperous talent market with more and more workers attempting to reach a high level through the Salesforce certification. To deliver on the commitments of our MKT-101 Test Prep that we have made for the majority of candidates, we prioritize the research and development of our MKT-101 test braindumps, establishing action plans with clear goals of helping them get the Salesforce certification. You can totally rely on our products for your future learning path.

Earning the Salesforce MKT-101 Certification provides several benefits to marketing professionals. It validates their expertise in using the Marketing Cloud platform to build and analyze customer journeys, making them more marketable in the job market. Build and Analyze Customer Journeys using Marketing Cloud certification also demonstrates their commitment to continuous learning and professional development, which can set them apart from their peers.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q28-Q33):

NEW QUESTION # 28

Northern Trail Outfitters sends a monthly loyalty balance email to inform members of their current points balance. Emails are segmented based on loyalty status, and no segment should contain more than 2500 contacts for any send.

What should be used to prevent emails from being sent if they exceed 2500 contacts?

- A. Stop Activity
- B. Script Activity
- C. Query Activity
- **D. Verification Activity**

Answer: D

NEW QUESTION # 29

A marketing manager notices emails clustered with images that are inconsistent with branding guidelines.

Which step should they take to restrict the types of content within content slot?

- A. Configure restrictions within a Content Area for approval block types
- B. Under user permissions, select limited template access.
- **C. Configure Content Blocks to only be usable within approved templates.**

Answer: C

NEW QUESTION # 30

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- A. Tracking Extract
- B. Recent Email Send Report
- C. Send Log
- **D. Data Views**

Answer: D

NEW QUESTION # 31

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

- A. Create a new data extension with the new fields.
- **B. Edit the fields in the synchronized data source.**
- C. Create a data filter that includes the new fields.

Answer: B

