

MKT-101 Test Braindumps: Build and Analyze Customer Journeys using Marketing Cloud - MKT-101 Pass-Sure Torrent & MKT-101 Ttest Questions



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Salesforce MKT-101 Exam covers a wide range of topics related to customer journey creation, management, and analysis using the Marketing Cloud. It tests the candidate's ability to create and manage personalized customer journeys, design and automate marketing campaigns, and analyze customer behavior and campaign performance using Marketing Cloud tools and features. MKT-101 Exam also covers topics related to email marketing, mobile messaging, social media advertising, and data management.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q155-Q160):

NEW QUESTION # 155

The Corporate Apparel Division of Northern Trail Outfitters (NTO) is moving to Marketing Cloud and will be using NTO's existing account. The Corporate Apparel team has asked for a recommendation on whether they should have a separate Business Unit. Which consideration warrants the creation of a separate Business Unit for Corporate Apparel's instance of Marketing Cloud?

- A. Using different From Name and Email Address settings
- B. Brand guidelines for Corporate Apparel is different from NTO
- C. Sending from a separate IP Address and Domain
- D. Managing Unsubscribes for the Corporate Apparel Division only

Answer: D

NEW QUESTION # 156

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension. How could MobileConnect be used to accomplish this?

- A. Use an outbound message template with embedded AMPscript to capture the response.
- **B. Use an info capture message template to capture the response.**
- C. Use a vote/survey message template to capture the response.
- D. Use a text-response message template with embedded AMPscript to capture the response.

Answer: B

NEW QUESTION # 157

A marketer has built a journey that they want to run multiple times a day after new data is compiled. The data is NOT in an attribute group in Contact Builder.

What should the marketer do in order to accomplish this?

- A. Schedule and activate Triggered Sends for the messages in the journey.
- **B. Select an automation to populate the Entry Source Data Extension.**
- C. Select the Recurring schedule type for the entry source in Journey Builder.

Answer: B

NEW QUESTION # 158

The marketer for Northern Trail Outfitters wants to review the tone of subject lines and the effect on engagement for recent sends. Which tool should supply insights into the tone of subject lines?

- A. Einstein Messaging Insights
- B. Einstein Recommendations
- **C. Einstein Copy Insights**

Answer: C

NEW QUESTION # 159

A digital marketing internal Northern Trail Outfitters (NTO) has been asked to quickly provide the delivery rate of the most recent email sent from the NTO business unit.

Where should the Internal look to find this Information?

- A. Content Builder > Recent Sends
- B. Automation Studio > Activities
- **C. Email Studio > Overview**

Answer: C

NEW QUESTION # 160

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