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Salesforce MKT-101 is an exam designed to test the knowledge and skills of individuals who want to build and analyze customer journeys using the Salesforce Marketing Cloud platform. MKT-101 exam covers a wide range of topics, including email marketing, mobile messaging, social media advertising, data management, and analytics. It is an excellent opportunity for marketing professionals to showcase their expertise in the field and demonstrate their ability to leverage the power of Marketing Cloud to drive business growth and customer engagement.

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

NEW QUESTION # 151

A customer wants to grow the number of subscribers in the account.

Which two methods should the customer employ to acquire new subscribers? (Choose two.)

- A. Use a list of email addresses purchased from online vendors.
- **B. Add a "Sign Me Up" form to the homepage.**
- **C. Create an SMS campaign allowing customers to sign up for email.**
- D. Preselect email opt-in check boxes at online checkout.

Answer: B,C

NEW QUESTION # 152

A marketing manager is reporting on the degree of customer engagement with the company's email. Which metric can be used?

- A. Influenced Revenue
- B. Bounce Rate
- C. List Growth Rates
- **D. Click Through Rates**

Answer: D

NEW QUESTION # 153

Northern Trail Outfitters want to query Marketing Cloud for send data across SMS, Push, and email.

What would a consultant recommend?

- A. Contact History
- B. _Send Data Views
- C. Tracking Extracts
- **D. Send Logs**

Answer: D

Explanation:

To query Marketing Cloud for send data across SMS, Push, and email, Northern Trail Outfitters should use _Send Data Views. Data Views are system-generated tables that store tracking and system data for different channels and platforms in Marketing Cloud. _Send Data Views contain information about email sends, SMS sends, and push sends across different business units and accounts. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_as_data_view_send.htm&type=5

NEW QUESTION # 154

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced SFTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Which method should be used to automate their monthly promotional email?

- A. Create a scheduled daily automation which includes an Import File Activity and Send Email Activity.
- B. Create a file drop automation which includes an Import File Activity and Send Email Activity.
- **C. Create a scheduled monthly automation which includes an Import File Activity and triggered send.**
- D. Create a file drop automation which includes an Import File Activity and triggered send.

Answer: C

NEW QUESTION # 155

What is a Master Unsubscribe?

- A. When a subscriber unsubscribes from a Publication list via an email unsubscribe link

- Answer: C**

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