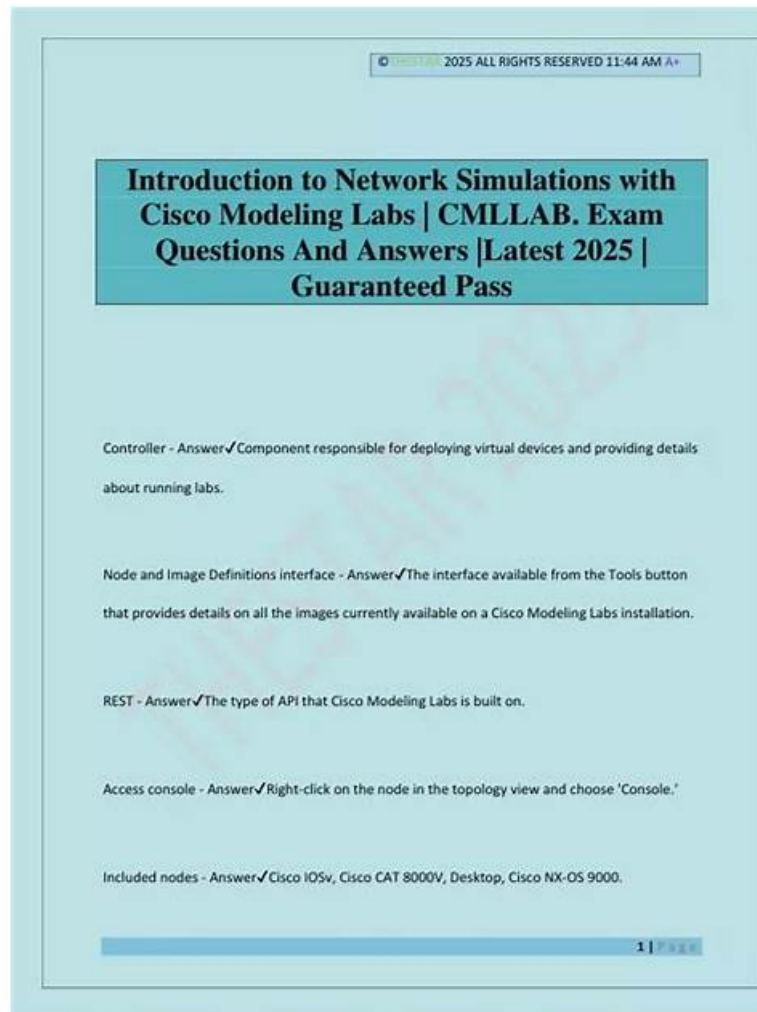


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Salesforce Plat-101 Exam Syllabus Topics:

Topic	Details
Topic 1	• Reports & Dashboards: This section of the exam measures skills of Marketing Specialists and covers reporting and visualization in Salesforce. It includes describing how reports are built, how dashboards present insights, and how these tools help organizations monitor performance and make informed marketing decisions.
Topic 2	• Salesforce Ecosystem: This section of the exam measures skills of Marketing Cloud Administrators and covers the overall Salesforce ecosystem. It focuses on understanding the different resources available for learning and skill development, recognizing how Salesforce Customer 360 products can be applied in real business use cases, and explaining how organizations make use of Salesforce in daily operations. It also highlights awareness of job roles and career opportunities within the Salesforce ecosystem.

Topic 3	• Data Model: This section of the exam measures skills of Marketing Cloud Administrators and covers Salesforce's data model. It involves understanding the relationship between core standard objects such as Accounts, Contacts, Leads, Opportunities, and Cases. The section also evaluates knowledge of ensuring data visibility through features and maintaining data integrity using the right tools in different business scenarios.
Topic 4	• Navigation: This section of the exam measures the skills of Marketing Specialists and covers how users navigate Salesforce. It tests the ability to locate and access necessary information in given scenarios and to identify where different types of Salesforce customizations take place. The emphasis is on practical system navigation that supports marketing operations.

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Salesforce Certified Platform Foundations Sample Questions (Q25-Q30):

NEW QUESTION # 25

Which Salesforce role should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base?

- **A. Marketer**
- B. Designer
- C. Consultant

Answer: A

Explanation:

The marketer role is the role that should help companies increase campaign effectiveness, reengage inactive customers, and grow their customer base. A marketer is a person who plans, executes, and analyzes marketing strategies and campaigns to promote a product, service, or brand. A marketer uses tools such as Marketing Cloud, Pardot, and Social Studio to create and manage personalized marketing campaigns across multiple channels, such as email, social media, web, and mobile. A marketer also uses tools such as Audience Studio, Datorama, and Tableau to segment, target, and measure the impact of marketing campaigns. A consultant is a person who provides expert advice and guidance to clients on how to use Salesforce products and solutions to achieve their business goals. A consultant uses tools such as Service Cloud, Field Service, and MuleSoft to help clients improve their customer service, field operations, and data integration. A designer is a person who creates and develops the visual and interactive elements of digital experiences, such as websites, portals, and mobile apps. A designer uses tools such as Experience Cloud, Heroku, and Lightning Web Components to design and build engaging and responsive digital experiences for customers, partners, and employees.

NEW QUESTION # 26

Get Cloudy Consulting (GCC) wants to ensure the Annual Revenue field is a positive amount and does not exceed \$100. What should GCC use to ensure opportunities meet these standards?

- A. Assignment Rules
- B. Default Values
- **C. Validation Rules**

Answer: C

Explanation:

Validation rules are what GCC should use to ensure that opportunities meet the standards for the Annual Revenue field. Validation

rules are a type of metadata that define a condition and an error message to display when the condition is not met. Validation rules can be used to enforce data quality and integrity by preventing users from saving records that do not meet the specified criteria. For example, a validation rule could be set up on the Opportunity object to check that the Annual Revenue field is a positive amount and does not exceed

\$100. Assignment rules are a type of metadata that define how records are assigned to users or queues based on certain criteria. Assignment rules can be used to automate business processes by distributing records to the appropriate owners or teams. For example, an assignment rule could be set up on the Lead object to assign leads to sales reps based on their territory. Default values are a type of metadata that define a value that is automatically populated in a field when a new record is created, unless the user enters a different value.

Default values can be used to save time and ensure data consistency by prefilling fields with common or expected values. For example, a default value could be set up on the Lead Source field to indicate the most frequent source of leads, such as Web or Phone.

NEW QUESTION # 27

Get Cloudy Consulting gets 90°