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Latest MKT-101 Test Report: Build and Analyze Customer Journeys using Marketing Cloud

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. **✓✓C**

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products **✓✓C**

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q12-Q17):

NEW QUESTION # 12

A marketer is using list-based sending, and wants to segment subscribers who have a value of "EMEA" in the Region Attribute. What tool will produce this audience?

- A. Audience Builder
- B. Send Flow
- C. SQL Query Activity
- D. **Filters**

Answer: D

NEW QUESTION # 13

Northern Trail Outfitters (NTO) is having an issue with bad email addresses coming into its website email signup form, impacting deliverability and sender reputation.

What should NTO use to make sure email addresses are valid before adding to its audience?

- A. A double opt-in at signup
- B. Leverage a Smart Capture block
- C. **Add CAPTCHA validation to the form**

Answer: C

NEW QUESTION # 14

Which feature can a marketer use to individualize content in an email? (Choose 3)

- A. Specialized content
- B. **Predictive content**
- C. Audience Segmentation
- D. Personalization string
- E. Dynamic content

Answer: B,D,E

NEW QUESTION # 15

Northern Trail Outfitters (NTO) stores sales representative information in a data extension. NTO wants to personalize the From Name in emails with the targeted customer's specific representative.

Which functionalities accomplish the requested configuration?

- A. Delivery Profile and AMPscript Lookup
- B. Sender Profile and AMPscript Lookup
- C. **Send Classification and Subscriber Attributes**

Answer: C

NEW QUESTION # 16

Which recipient option is available with Simple Send? (Choose 2)

- A. List
- B. Data Filter
- C. Data Extension
- D. Audience
- E. Group

Answer: A,E

NEW QUESTION # 17

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