Latest MKT-101 Material: 2025 Salesforce Realistic Latest Build and Analyze Customer Journeys using Marketing Cloud Material Pass Guaranteed Quiz

Hence, if you want to sharpen your skills, and get the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) certification done within the target period, it is important to get the best Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam questions. You must try MKT-101 practice exam that will help you get the Salesforce MKT-101 certification. FreePdfDump hires the top industry experts to draft the Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam dumps and help the candidates to clear their Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam easily. FreePdfDump plays a vital role in their journey to get the MKT-101 certification.

The Salesforce MKT-101 Exam covers a wide range of topics, including email marketing, mobile marketing, social media marketing, data management, and analytics. MKT-101 exam also includes questions related to customer journey mapping, segmentation, and personalization. Candidates are required to demonstrate their knowledge of the Marketing Cloud platform, its features, and its capabilities.

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In addition to the Salesforce MKT-101 PDF questions, we offer desktop Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice exam software and web-based Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice test to help applicants prepare successfully for the actual Building Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) exam. These Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice exams simulate the actual MKT-101 exam conditions and provide an accurate assessment of test preparation.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q115-Q120):

NEW QUESTION # 115
Northern Trail Outfitters (NTO) wants to use Marketing Cloud to solicit customer service feedback. If a customer indicates they are unhappy with the service they have received, NTO wants a new case to be created in Service Cloud. NTO is unsure of what is possible within Marketing Cloud but would like to use as much native functionality as possible.
What approach would a consultant recommend?

- A. Use an Engagement Split to capture positive or negative responses, and a Custom Activity to create a new case in Service Cloud.
- B. Use an AppExchange package to create a customized API integration between Marketing Cloud and Service Cloud.
- C. Use an Engagement Split to capture positive responses, and a Case Activity to create a new case in Service Cloud.

- D. Use Automation Studio to capture positive or negative responses, and a Case Activity to create a new case in Service Cloud.

Answer: C

NEW QUESTION # 116

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times.
What option should speed up the delivery while meeting these criteria?

- A. Scheduled Automation utilizing Triggered Send Emails
- B. Scheduled Automation using a Send Activity
- C. Single Send Journey
- D. Journey that allows re-entry after exiting

Answer: B

NEW QUESTION # 117

Northern Trail Outfitters (NTO) is creating a birthday journey and one of the requirements is to divert anyone who has redeemed the promotional code before reminder emails are sent on the 15th and 20th of each month. Their transactional information, which includes redeemed promo codes, Is housed in a separate data extension than the one used for Journey injection. NTO needs to use an attribute to attribute comparison on the customer number field in the Journey source and transaction data extensions.
Which activity would they use to accomplish this?

- A. Decision Split Activity using only Contact Data
- B. Decision Split Activity using both Contact and Journey Data
- C. Einstein Split Activity
- D. Decision Split Activity using only Journey Data

Answer: B

Explanation:
A decision split activity is a journey builder activity that allows branching the journey based on attribute values or engagement behavior of each contact. Contact data refers to data that is stored outside the journey, such as in data extensions or data views. Journey data refers to data that is captured at the moment of entry into the journey, such as from a Salesforce entry event. By using both contact and journey data in a decision split activity, NTO can compare attribute values from different sources using an attribute-to-attribute comparison. For example, they can compare the promo code from the transaction data extension (contact data) with the promo code from the entry event (journey data) and divert contacts who have redeemed the promo code before reminder emails are sent. Reference: https://help.salesforce.com/articleView?id=sf.mc_jb_decision_split.htm&type=5
https://help.salesforce.com/articleView?id=sf.mc_jb_attribute_to_attribute_comparison.htm&type=5

NEW QUESTION # 118

The marketing team wants to test various path within journey based on parameters to assess the effectives of a new email campaign.
Which tool should be used?

- A. A/B Testing
- B. Einstain Engagement Activities
- C. Path Optimizer

Answer: C

NEW QUESTION # 119

A customer has been having problems with SMS responses getting the default keyword response rather than the appropriate next keyword response.
What are two potential reasons for this unexpected response?

- A. Next keyword was not specified on the outbound message.
- B. Response contained "stop" in the message content.
- C. Responses are not sent within 24 hours of the outbound message.
- D. Response are not sent with the Conversation Window.

Answer: A,D

Explanation:
Two potential reasons for SMS responses getting the default keyword response rather than the appropriate next keyword response are:
Responses are not sent within the Conversation Window. The Conversation Window is a setting that defines how long MobileConnect waits for a response from a subscriber after sending an outbound message. If a subscriber responds after the Conversation Window expires, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.
Next keyword was not specified on the outbound message. The Next Keyword is a setting that defines what keyword MobileConnect expects from a subscriber after sending an outbound message. If a subscriber responds with a different keyword than what MobileConnect expects, MobileConnect treats their response as a new inbound message rather than part of an ongoing conversation.
Responses containing "stop" in the message content will not get the default keyword response, but rather an opt-out confirmation message. Responses sent with AMPscript in body will not affect how MobileConnect handles responses, as AMPscript is only evaluated at send time. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_moc_conversation_window.htm&type=5
https://help.salesforce.com/s/articleView?id=sf.mc_moc_next_keyword.htm&type=5

NEW QUESTION # 120

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