Latest MKT-101 New Braindumps Ebook - Win Your Salesforce Certificate with Top Score



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In this competitive society, being good at something is able to take up a large advantage, especially in the IT industry. Gaining some IT authentication certificate is very useful. Salesforce MKT-101 is a certification exam to test the IT professional knowledge level and has a Pivotal position in the IT industry. While Salesforce MKT-101 exam is very difficult to pass, so in order to pass the Salesforce certification MKT-101 exam a lot of people spend a lot of time and effort to learn the related knowledge, but in the end most of them do not succeed. Therefore DumpStillValid is to analyze the reasons for their failure. The conclusion is that they do not take a pertinent training course. Now DumpStillValid experts have developed a pertinent training program for Salesforce Certification MKT-101 Exam, which can help you spend a small amount of time and money and 100% pass the exam at the same time.

Salesforce MKT-101 Exam is an excellent opportunity for Marketing Cloud professionals to demonstrate their expertise in creating and analyzing customer journeys using this platform. Build and Analyze Customer Journeys using Marketing Cloud certification is highly valued in the industry and can help professionals advance their careers and increase their earning potential. With a thorough understanding of Marketing Cloud and hands-on experience with the platform, candidates can prepare for and pass the exam to become certified Marketing Cloud Journey Builder and Analysts.

Regualer MKT-101 Update & MKT-101 Study Materials Review

If you really want a learning product to help you, our MKT-101 study materials are definitely your best choice, you can't find a product more perfect than it. And according to the data, our MKT-101 exam questions have really helped a lot of people pass the exam and get their dreaming MKT-101 Certification. As the quality of our MKT-101 practice questions is high, the pass rate of our worthy customers is also high as 98% to 100%. It is hard to find in the market.

Salesforce MKT-101 exam is a multiple-choice exam that consists of 60 questions, and candidates have 90 minutes to complete it. MKT-101 exam is available in English and costs \$200. Candidates who pass the exam will receive a Salesforce Certified Marketing Cloud Journey Builder and Analyst credential, which demonstrates their expertise in building and analyzing customer journeys using Marketing Cloud.

Salesforce MKT-101 certification exam is an essential step for any marketer who wants to master the Salesforce Marketing Cloud and take their skills to the next level. By earning this certification, you'll be able to demonstrate your expertise in building and analyzing customer journeys, creating personalized campaigns, and driving better results for your business. So if you're ready to take your marketing career to new heights, start studying for the MKT-101 Exam today!

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q98-Q103):

NEW QUESTION #98

A customer executes a large number of sends via Marketing Cloud Connect and is concerned about API Limits. What should the consultant suggest to minimise the impact of Marketing Cloud Connect on daily API limits? Choose 2

- A. Share Sales Cloud user licenses across Marketing Cloud users
- B. Use Data Stream to sync object data into a Data Extension in the Marketing Cloud
- C. Filter target audiences based on mapped profile attributes to reduce Bulk API calls
- D. Upgrade the Marketing Cloud Account to ConnectedApp Authentification

Answer: A,C

NEW OUESTION #99

The data team at Northern Trail Outfitters wants to send a daily report of all subscribers emailed in the last 24 hours to their Enhanced FTP Export folder. The file should contain unique email addresses.

At a minimum, which activities should be configured in Automation Studio to meet their requirements?

- A. Filter, Data Extract, File Transfer
- B. SQL Query, Filter, Data Extract
- C. SQL Query, Data Extract, File Transfer

Answer: C

NEW QUESTION # 100

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

Answer: B,C

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 # 101

Northern Trail Outfitters is using Journey Builder to send emails to loyalty members based on recent activity. They anticipate that approximately half of their contacts will meet the entry criteria for their journey. How should they configure their entry source?

- A. Use a Contact Data Entry Source to segment the data configured in Attribute Groups in Contact Builder.
- B. Use an Import Activity in Automation studio to filter the data as a Data Extension Entry Source.
- C. Use a Data Extension Entry Source with an applied filter based on recent member activity.
- D. Use a Query Activity in Automation Studio to create a segment before entering the journey.

Answer: A

NEW QUESTION # 102

Which variable can be tested using the A/B testing tool? (Choose 3)

- A. From Name
- B. ISP
- C. IP Address
- D. Pre-header
- E. Email content

Answer: A,D,E

NEW QUESTION # 103

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