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Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

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Salesforce is one of the leading providers of customer relationship management (CRM) software solutions in the world. Its Marketing Cloud platform is a powerful tool that enables businesses to create and manage personalized customer journeys across multiple channels. To help professionals understand and utilize this platform to its fullest potential, Salesforce offers the MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) certification exam.

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To prepare for the Salesforce MKT-101 Exam, candidates should have a solid understanding of marketing principles and practices, as well as experience using Salesforce Marketing Cloud. They should be able to create and manage campaigns, design customer journeys, implement automation, and analyze campaign performance metrics. They should also be familiar with data management, segmentation, and personalization techniques to deliver targeted and personalized marketing messages.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q16-Q21):

NEW QUESTION # 16

What is a personalization string?

- **A. A snippet of text that inserts subscriber attributes into an email**
- B. The snippet of text at the top of the email that is visible before an email has been opened
- C. An automated way of scraping a website for content to populate inside of an email
- D. A content area that will display based on a subscriber attribute

Answer: A

NEW QUESTION # 17

Northern Trail Outfitters receive nightly files from its data warehouse to maintain opt-out compliance across multiple marketing platform these files contain only the previous day's opt-out updates. If a run fails, it must be manually rerun to maintain compliance. How should the notification be received if the data import is unsuccessful?

- A. Configured Alert Manger Settings
- **B. Import Activity Notification Settings**
- C. Automation Notification Settings

Answer: B

NEW QUESTION # 18

An analytics team wants to get real-time updates on transactional email metrics, specifically Sent and Not Sent, to ensure they are fulfilling a legal obligation due to the nature of their messages.

- **A. Data View Export with every send**
- B. Platform Events API
- C. Event Notification Service
- D. Data Retrieves on the Send Object

Answer: A

Explanation:

To get real-time updates on transactional email metrics, such as Sent and Not Sent, Northern Trail Outfitters should use Event Notification Service. Event Notification Service is a feature that allows marketers to receive real-time notifications of email tracking events via webhooks or APIs. Event Notification Service can help marketers monitor and troubleshoot transactional email sends and ensure compliance with legal obligations. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_es_event_notification_service.htm&type=5

NEW QUESTION # 19

A publishing company presented the following: A need to send renewal reminders to customers whose subscribers expire in 7 days and 15 days. A campaign needs to created and managed by a general marketing user who will not have administrative rights and who is not technical. The customer's expiration data is included in the data filter.

Which three components should the customer's solution include?

- **A. Automation Studio**

- B. Data Filter
- C. Triggered Send
- D. Template Based emails
- E. Suppression List

Answer: A,B,D

NEW QUESTION # 20

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. Existing users will create additional Contacts in Marketing Cloud.
- B. Newly registered users will create additional Contacts in Marketing Cloud.
- C. User device data is unavailable in Contact Builder for up to 48 hours.
- D. All mobile app users will create additional Contacts in Marketing Cloud.

Answer: B

Explanation:

A contact is a person who interacts with a brand across one or more channels, such as email, mobile, web, etc. A contact is identified by a contact key, which is usually the same as the subscriber key in Marketing Cloud or the contact or lead ID in Sales Cloud. When users register with the mobile app, they will create new contacts in Marketing Cloud with their device IDs as contact keys. However, these contacts will not be associated with their contact keys in Sales Cloud until they are synchronized through Marketing Cloud Connect, which can take up to 24 hours. Therefore, newly registered users will create additional contacts in Marketing Cloud until they are matched with their existing contacts in Sales Cloud. Reference:

https://help.salesforce.com/articleView?id=sf.mc_co_what_is_a_contact.htm&type=5 https://help.salesforce.com/articleView?id=sf.mc_co_implementing_contacts_in_the_marketing_cloud.htm&type=5

NEW QUESTION # 21

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