

MKT-101 Best Practice, Exam MKT-101 Testking



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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q41-Q46):

NEW QUESTION # 41

An email marketing team is setting up a campaign to message customers who register for an event. The registration data is being gathered in another system and will be passed to Marketing Cloud daily, and updates made to the customers' registration information will be reflected in the same file.

How should the import of event registration data be configured?

- A. Use the Import Activity to add new records into the data extension.
- B. Use the Import Wizard to overwrite the records in the data extension.
- **C. Use the Import Activity to overwrite the records in the data extension.**
- D. Use the Import Wizard to add new records into the data extension.

Answer: C

NEW QUESTION # 42

Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

- A. Single Send journey with an API Event entry source
- B. Multi-Step journey with an API Event entry source
- **C. Transactional Messaging API**
- D. Triggered Send Definition

Answer: C

Explanation:

To send an email to customers who need to reset their password on their website, Northern Trail Outfitters should use Transactional Messaging API. Transactional Messaging API is a tool that allows marketers to send transactional emails with high priority and reliability. The emails are sent as quickly as possible and can be personalized with dynamic content. The web server can receive a notification when the email is sent by using callbacks or tracking events. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_rm_transactional_messaging_api.htm&type=5

NEW QUESTION # 43

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

Answer: B

NEW QUESTION # 44

A marketer would like to improve open rates for weekly email campaigns.

On which area of email design should the marketer focus?

- A. Link Content
- B. Email Body
- C. Footer

- **D. Envelope Content**

Answer: D

NEW QUESTION # 45

Which two statements about a database of record are correct?
Choose 2 answers:

- A. A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber
- **B. A database of record is system in which subscriber's status is maintained**
- **C. A database of record is a centralized storage repository of data about objects or people**
- D. A database of record is any database that contains subscriber data

Answer: B,C

NEW QUESTION # 46

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