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Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Exam is designed for professionals who are looking to gain expertise in creating and analyzing customer journeys using Salesforce Marketing Cloud. MKT-101 Exam validates the knowledge and skills required to create and manage personalized customer journeys and automate marketing campaigns using Salesforce Marketing Cloud.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q74-Q79):

NEW QUESTION #74

A daily deal website is concerned with their sender reputation and needs consistent visibility into subscribers who report their email as spam

How can they determine which subscribers reported their email as spam so they can flag those records in their customer service database?

- A. An automation that queries the Complaint data view.
- B. An automation that generates the Complaint Tracking Extract.
- C. An automation that generates the Unsubscribe Event Extract.
- D. An automation that queries the Unsubscribe data view.

Answer: A

NEW QUESTION #75

How is Primary Key used?

- A. Primary Key prevents data from being overwritten in a data extension
- B. Primary Key is used when defining a Send Relationship
- C. Primary Key is the unique value to identify a subscriber
- D. Primary Key identifies a row or a field in a data extension as unique

Answer: D

NEW QUESTION #76

Leading up to various holidays seasons, Northern Trail Outfitters (NTO) plans to included special events and content in its emails. This content will change throughout the year.

What should NTO use to ensure the most up-to-date content is included in each email?

- A. Dynamic Content Block
- B. Einstein Content Selection
- C. Reference Content Block

Answer: C

NEW QUESTION #77

Northern Trail Outfitters wants to create a query to populate a data extension with email subscribers who belong to a specific publication list.

Which Data View could they use to achieve this?

- A. ListSubscribers
- B. Subscribers
- C. EnterpriseAttribute
- D. PublicationSubscriber

Answer: A

NEW QUESTION #78

Northern Trail Outfitters (NTO) is currently sending out a single welcome email when a subscriber joins its myNTO Rewards program. NTO wants to test whether one, two, or three welcome emails would result in a higher rate of conversion. How can this be accomplished most efficiently?

- A. Journey Builder using a Random Split with three branches.
- B. A series of A/B tests to determine the number of emails.
- C. Automation Studio with three separate Welcome automations.
- D. Journey Builder using a Decision Split with three branches.

Answer: A

NEW QUESTION #79

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