MKT-101 Top Dumps & MKT-101 Exam Preview

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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.

>> MKT-101 Top Dumps <<

Quiz 2025 MKT-101: Trustable Build and Analyze Customer Journeys using Marketing Cloud Top Dumps

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To prepare for the MKT-101 Exam, candidates must have a strong understanding of the Marketing Cloud platform's features, functionalities, and best practices. MKT-101 exam assesses their ability to design, implement, and measure marketing campaigns across multiple channels, including email, mobile, social media, and web. Candidates must also be familiar with customer journey mapping, segmentation, personalization, and automation, as these are essential elements of the Marketing Cloud platform.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q155-Q160):

NEW QUESTION # 155
How is Primary Key used?

- A. Primary Key prevents data from being overwritten in a data extension
- B. Primary Key is the unique value to identify a subscriber

- C. Primary Key identifies a row or a field in a data extension as unique
- D. Primary Key is used when defining a Send Relationship

Answer: C

NEW QUESTION # 156
Northern Trail Outfitters receives data from their point-of-sale system every night. The file is placed on their Enhanced FTP, but there is not a consistent time or naming convention for the file.
In which two ways should they set up their automation to import the data from the file on a nightly bais? (Choose 2 answers)

- A. %%BASEFILENAME_FROM_TRIGGER%%
- B. File Drop Starting Source
- C. Scheduled Starting Source
- D. %%BASEFILENAME_FROM_FILEDROP%%

Answer: B,D

NEW QUESTION # 157
An analytics team wants to get hourly updates on email metrics (send, open, click) to provide timely next best actions to the sales team.
What method should the team use?

- A. Send Logs
- B. Tracking Extracts
- C. Scheduled Reports
- D. Data views

Answer: D

Explanation:
Data views are system-generated tables that store information about subscriber actions, such as sends, opens, clicks, bounces, etc. Data views can be queried using SQL statements in automation studio or query studio to retrieve email metrics for analysis and reporting purposes. Data views store data for up to six months (or longer for some tables), and can be queried as frequently as needed, such as hourly or daily. Reference: https://help.salesforce.com/articleView?id=sf.mc_as_data_views.htm&type=5

NEW QUESTION # 158
A marketer wants to store all the attributes for a triggered send within a data extension.
Which configuration is required when creating the data extension for this triggered send information?

- A. Select the Use for triggered send' checkbox.
- B. Include Subscriber key and Email address field as primary key.
- C. Create from template and choose triggered Send Data Extension template.

Answer: C

NEW QUESTION # 159
A customer notices their open and click rates are very low.
Which two aspects of list hygiene should be recommended to improve engagement rates? (Choose 2 answers)

- A. Send inactive subscribers different messaging at a different frequency.
- B. Use different subject lines and send "win back" emails with exclusive offers.
- C. Remove subscribers who have not opened emails in three months.
- D. Increase volume of sending, trying new times and days of the week.

Answer: A,C

NEW QUESTION # 160

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