

MKT-101 Valid Exam Cram - New MKT-101 Test Question

MKT 101 Full Questions and Answers (2023/2024) (Complete and Accurate)

1) All of the following are accurate descriptions of modern marketing EXCEPT which one?

- A) Marketing is the creation of value for customers.
- B) Marketing is managing profitable customer relationships.
- C) Selling and advertising are synonymous with marketing.
- D) Marketing involves satisfying customers' needs.
- E) Marketing is used by for-profit and not-for-profit organizations. ✓✓C

2) According to management guru Peter Drucker, "The aim of marketing is to _____."

- A) create customer value
- B) identify customer demands
- C) make selling unnecessary
- D) set realistic customer expectations
- E) sell products ✓✓C

3) _____ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange.

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Salesforce MKT-101 Exam is an essential certification for professionals looking to advance their careers in digital marketing. It covers a wide range of topics related to customer journey creation and analysis using Salesforce Marketing Cloud. With the right preparation and training, candidates can demonstrate their expertise in this field and enhance their career prospects.

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Salesforce MKT-101 Exam consists of 60 multiple-choice questions, and you will have 90 minutes to complete it. MKT-101 exam covers various topics, including email marketing, mobile marketing, social media marketing, and customer journey management. To pass the exam, you need to score at least 68%, which means you must answer 41 out of 60 questions correctly.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q120-Q125):

NEW QUESTION # 120

When the number of subscribers exceeds one million records, which data model is preferred?

- **A. Data Extensions**
- B. Groups
- C. Data Filters
- D. Lists

Answer: A

NEW QUESTION # 121

The IT department at Northern Trail Outfitters would like to receive email notifications once an automation has completed. How should the automation be configured?

- A. Select and configure the Automation Studio Completion report from the Reports Catalog within the Reports application.
- **B. Navigate to the Automation's Activity tab and enter a comma delimited list of IT staff in the Run Completion field.**
- C. Add a Send Email Activity to the end of the Automation workflow and configure it to send to a Subscriber list of IT staff.
- D. Select the IT users from the Notification Settings panel on the Overview page in Automation Studio.

Answer: B

NEW QUESTION # 122

Northern Trail Outfitters is looking at using Journey Builder rather than Automation Studio to send emails.

What are three benefits of using Journey Builder?

Choose 3 answers

- A. Criteria setting to segment contacts based on behavior using SQL.
- **B. Updating or creating Salesforce CRM objects or records.**
- C. Extracting data from an Audience data extension for analysis.
- **D. A/B/N testing as part of the workflow to conduct timing and creative tests.**
- **E. Goal setting to have the system listen to see if users met the goal.**

Answer: B,D,E

NEW QUESTION # 123

Northern Trail Outfitters is looking at solutions that provide warnings/advice automatically about Email Sends using Artificial Intelligence.

Which standard tool best does this?

- A. Einstein Email Recommendations
- B. Einstein Copy Insights
- **C. Einstein Messaging Insights**

Answer: C

NEW QUESTION # 124

Using measures, what data can a marketer use to segment an audience?

- A. Geographical Data
- B. Gender Data
- C. Open Data
- D. First Name Attributes

Answer: C

NEW QUESTION # 125

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