

Pass Guaranteed Quiz 2025 Pass-Sure Salesforce MKT-101: Latest Build and Analyze Customer Journeys using Marketing Cloud Exam Topics



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One of the key areas that the Salesforce MKT-101 Exam focuses on is Journey Builder. This powerful tool within the Marketing Cloud platform allows you to create complex, multi-channel journeys that can be tailored to the needs and preferences of your customers. You will be tested on your ability to use Journey Builder to create and manage customer journeys that are effective, personalized, and engaging.

>> Latest MKT-101 Exam Topics <<

MKT-101 Latest Exam Review - New Study MKT-101 Questions

FreeCram helps you reach your objective by offering Build and Analyze Customer Journeys using Marketing Cloud updated test questions. These Salesforce MKT-101 Dumps questions are enough to get knowledge necessary to crack the examination on the first attempt. Our Build and Analyze Customer Journeys using Marketing Cloud practice material is designed by considering the content published by Salesforce. Relevancy of valid questions with the actual exam's syllabus helps you understand the pattern of the exam. FreeCram offers its Build and Analyze Customer Journeys using Marketing Cloud product in three forms, MKT-101 PDF, desktop practice exam software, and Build and Analyze Customer Journeys using Marketing Cloud web-based practice test.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q125-Q130):

NEW QUESTION # 125

Northern Trail Outfitters (NTO) notices a larger than normal drop in engagement and a spike in unsubscribes after its sales team added a newsletter that is sent three times a week, in addition to the normal commercial marketing messages sent throughout the week.

Which action should be taken to reduce the number of unsubscribes and increase engagement for NTO's program?

- A. Focus on action-driven subject lines.
- **B. Add complementary SMS campaigns.**
- C. Create more focused segmented lists for messaging.

Answer: B

NEW QUESTION # 126

Northern Trail Outfitters wants to target all customer who have registered to receive Push Notifications. Their app uses the Mobile Push multiple with Mobile Push SDK.

In which two ways should this segment be created?

- A. Using Automation Studio, query the MobilePushDemographics Data View and saved this to a data extension.
- B. Using Mobile Studio, create a Mobile Push Filtered List filter on the MobilePush Demographics attribute group.
- C. Using Contact Builder, create a Filtered Data Extension from All Contact where there is a record in MobilePush Demographics.
- **D. Using Journey Builder, target the entire customer database then filter using MobilePush Demographics attribute group.**

Answer: D

NEW QUESTION # 127

Which action will the Validate tool complete when initiated?

- A. Ensure subscribers have not unsubscribed or are undeliverable
- B. Ensure subscribers status at the time of send is Subscribed or Bounced
- **C. Confirm that each content area specified in the dynamic content rules exists**
- D. Identify phrases like "click here" or "Free!" that could be marked as spam

Answer: C

NEW QUESTION # 128

Northern Trail Outfitters (NTO) uses the SAP domain comms.nto.com and has just opened an office in Australia. They have created a business unit for their new office and want to use the domain comms.nto.com.au to send emails to their Australian customers.

What would be required to enable sending emails from their new domain without impacting deliverability?

- A. An additional IP address
- **B. An additional Sender Authentication Package**
- C. Register the new domain in Setup > From Address Management
- D. An additional private domain

Answer: B

Explanation:

A Sender Authentication Package (SAP) is a set of features that authenticate an email sender's identity and reputation, such as a private domain, a dedicated IP address, a link customization, and a reply mail management. By having an additional SAP for the new domain comms.nto.com.au, NTO can send emails from their new domain without impacting deliverability. An additional IP address is not required if they already have one for their SAP. An additional private domain is not enough to authenticate their sender identity and reputation. Registering the new domain in From Address Management is not necessary if they have an SAP for the new domain. Reference: https://help.salesforce.com/articleView?id=sf.mc_es_sender_authentication_package.htm&type=5

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

NEW QUESTION # 129

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

- A. Replace the Schedule with File Drop and use a filename pattern
- B. Replicate the automation and schedule mem to execute server eight hours
- C. Implement an API to start automation with every file transfer.

Answer: A

NEW QUESTION # 130

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