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Salesforce MKT-101 is a certification exam that focuses on building and analyzing customer journeys using the Marketing Cloud platform. MKT-101 exam is designed to test your knowledge and skills in planning, implementing, and analyzing customer journeys, as well as understanding the key features and capabilities of Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for professionals who want to gain expertise in marketing automation and customer engagement, and who want to demonstrate their proficiency in using Marketing Cloud to drive business results.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q37-Q42):

NEW QUESTION # 37
A customer has an eCommerce site and Imports data into three data extensions daily; 'Orders', 'Order_Details' and 'Products' the data extension contains the following information:

* Orders: OrderId, CustomerId, OrderNumber, OrderDate, OrderTotal, GrandTotal
* Order_Details: ProductId, OrderId, Qty, UnitPrice, ExtendedPrice, Discount
* Products: ProductId, SKU, Name, Description, Cost, Price
What two actions should be taken in Data Designer?

- A. Create a one-to-one relationship between Orders and order_Details
- B. Create a one-to-one relationship between Order_Details and Products
- C. Create a one-to-many relationship between Orders and Order_Details
- D. Create a one-to-one relationship between the contact record and Order_Details

Answer: B,D

NEW QUESTION # 38
Northern Trail Outfitters (NTO) is launching a custom, corporate-branded apparel website. They are concerned about the new initiative's campaign impacting deliverability on its consumer retail sends. NTO has purchased a second IP address to be used for the corporate site's email sending.
What feature would be used to specify which IP address is used for retail vs. corporate?

- A. Delivery Profile
- B. Send Classification
- C. Sender Profile
- D. Send Definition

Answer: A

NEW QUESTION # 39
A customer is starting a new children's fashion brand and wants to use a dedicated business unit within their existing Enterprise 2.0 account. They anticipate many of their current Enterprise contacts will subscribe to the children's brand, however, they want to separate subscriber opt-outs of the Enterprise and children's brands. The customer has minimal technical resources available for implementation and support.
What should a consultant recommend to meet these criteria?

- A. Create a Business Unit Filter in 'All Subscribers' List to record unsubscribes
- B. Select "Use separate 'Subscription Center' for this business unit" in Settings
- C. Create attributes for each child business unit in "Profile Management" to record unsubscribes
- D. Select "Subscribers will be unsubscribed from this business unity only" in Settings

Answer: D

NEW QUESTION # 40
A company has one million subscribers. The company has a Master data extension that contains information about its subscribers, such as Email Address, Physical Mailing Address, Phone Number, and Loyalty information. There are 40 fields in the data extension. The data is used for multiple daily email campaigns.
How should the data be updated?

- A. A scheduled automation to occur every 15 minutes to ensure the data is current.
- B. A scheduled automation to import a nightly file of updated or changed records.
- C. A file drop automation to execute an import every time a record is updated or added.
- D. A scheduled automation to import a file containing all of their subscribers.

Answer: C

NEW QUESTION # 41
Northern Trail Outfitters (NTO) experienced a 24-hour website outage beginning on a peak shopping day, as a result, a number of logged-in customers' shopping sessions were disrupted. When the site is back online, the retailer would like to encourage those shoppers to return the site and continue their shopping.

What action should NTO take? Select One

- A. Import a file of logged-in customers into NTO's existing abandoned cart journey in Journey builder.
- B. Do not send an email, as outage may have increased negative sentiment, resulting in unsubscribes.
- C. Create a user-initiated message to logged-in customers to send once the website is restarted
- D. Create and send an apology email that includes a discount for a future purchase to all customers.

Answer: C

NEW QUESTION # 42

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