

# Quiz Salesforce - Useful MKT-101 - Build and Analyze Customer Journeys using Marketing Cloud Exam Dumps Free



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Salesforce MKT-101 Exam is a highly respected certification that demonstrates your expertise in Marketing Cloud. It is recognized by employers and clients as a mark of your commitment to your profession and your ability to deliver results. By passing MKT-101 exam, you can increase your chances of landing a high-paying job in the marketing industry or securing more clients for your business.

The Build and Analyze Customer Journeys using Marketing Cloud certification exam is a comprehensive assessment of the candidate's knowledge and skills in using Marketing Cloud to create personalized customer journeys. It is designed to test the candidate's understanding of the key concepts and best practices in building and analyzing customer journeys using Marketing Cloud.

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## Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q145-Q150):

### NEW QUESTION # 145

Northern Trail Outfitters (NTO) receives a daily file drop of customers who have made recent purchases. NTO would like to send out a thank you email the first time they Show up in the file drop.

How should Journey Builder be configured to meet this requirement?

- A. Configure Journey Email Send to dedupe on email address.

- B. Configure Journey Entry Event to 'allow no re-entry.'
- C. Configure Journey Settings to 'allow no re-entry.'

**Answer: B**

#### NEW QUESTION # 146

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients. Which tool should the marketer use?

- A. Send Preview
- B. Content Detective
- C. Test Send

**Answer: A**

#### NEW QUESTION # 147

A B2B customer has customized journeys they want to use for several key accounts they are trying to sell into. How could Marketing Cloud Connect be used to initiate these sends when contacts for select accounts are created?

- A. Welcome Email Configuration on the Account Object
- B. Salesforce Data Entry Source on the Account Object
- C. Salesforce Campaign Entry Source on the Lead Object
- D. Salesforce Data Entry Source on the Contact Object

**Answer: D**

Explanation:

To initiate sends when contacts for select accounts are created, Northern Trail Outfitters should use a Salesforce Data Entry Source on the Contact Object. A Salesforce Data Entry Source is a feature that allows marketers to inject contacts into a journey based on changes or events in Sales Cloud objects, such as contacts or accounts. Using a Salesforce Data Entry Source on the Contact Object will allow Northern Trail Outfitters to trigger sends when a contact record is created for a specific account. Reference: [https://help.salesforce.com/s/articleView?id=sf.mc\\_jb\\_salesforce\\_data\\_event.htm&type=5](https://help.salesforce.com/s/articleView?id=sf.mc_jb_salesforce_data_event.htm&type=5)

#### NEW QUESTION # 148

Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a particular campaign.

Which option minimizes the impact of this error?

- A. Update the link in the stored email content and it will be pulled in automatically.
- B. Send another email to the same subscribers containing the correct link.
- C. Have Support recall the email if it has not yet been opened by a subscriber.
- D. Locate the job under Tracking and update the URL in the Job Links tab.

**Answer: D**

#### NEW QUESTION # 149

Which one is NOT an offline tactic for capture email addresses?

- A. Inbound Sales calls
- B. Acquisition associated with a receipt or ticket delivery
- C. Acquiring email for loyalty programs in store
- D. Request email during checkout
- E. Surveys at the counter

**Answer: E**

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