

Real Salesforce MKT-101 Exam & MKT-101 New Questions



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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q64-Q69):

NEW QUESTION # 64

Which Classic content tool mirrors the logic used by spam-filtering software to identify words, phrases, and patterns that are likely to trigger filters and then recommends a resolution to each identified problem in an email? Choose one answer.

- A. Inbox Preview
- B. Triggered Send
- C. Content Detective
- D. Content Builder

Answer: C

Explanation:

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

NEW QUESTION # 65

Northern Trail Outfitters (NTO) has a requirement to create a distinction between marketing and transactional emails in terms of From Name and IP Address for reputation purposes.

Which two actions should NTO take to create Send Classifications? Choose 2 answers

- A. Define custom Reply Mail Management
- B. Define a Sender Profile
- C. Define a Delivery Profile
- D. Define a Subscriber-specific From Name

Answer: B,C

NEW QUESTION # 66

A national public university distributed a newsletter to alumni, students, faculty, and prospective students. The university's marketing team wants to see the results of the email campaign. Which two items of information and data about the performance of an individual send can be exported from Tracking in Email Studio? Choose 2 answers

- A. Number of clicks from mobile devices
- B. Subscribers who click on a specific link
- C. Images showing how the email rendered on different devices
- D. Performance data on the Overview tab

Answer: B,D

NEW QUESTION # 67

Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

- A. A Salesforce Survey block called in by an AMPscript function.
- B. Make the call-to-action button that links to the feedback form bigger and with red background
- C. Replace call-to-action with interactive Email Form

Answer: C

NEW QUESTION # 68

Northern Trail Outfitters (NTO) is interested in exploring its large volume of send data.

a. NTO wants to dynamically filter, sort, and group the data in one view but is not comfortable writing SQL queries. Which tool should NTO use?

- A. Filter Activity in Automation Studio
- B. Email Performance Over Time Report

- C. Pivot table in Datorama Reports

Answer: C

NEW QUESTION # 69

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