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High Efficient MKT-101 Cram Simulator Saves Your Much Time for Build and Analyze Customer Journeys using Marketing Cloud Exam

Salesforce MKT-101 is a certification exam to test IT professional knowledge. ActualVCE is a website which can help you quickly pass the Salesforce certification MKT-101 Exams. Before the exam, you use pertinence training and test exercises and answers that we provide, and in a short time you'll have a lot of harvest.

Salesforce MKT-101 is an exam that focuses on building and analyzing customer journeys using Salesforce Marketing Cloud. MKT-101 exam is designed for professionals who want to demonstrate their expertise and knowledge of the tools and features available in Salesforce Marketing Cloud to build and analyze customer journeys. It is also suitable for individuals who want to enhance their skills and advance their careers in the field of digital marketing.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q31-Q36):

NEW QUESTION # 31

A marketer want to personalize an email with real-time weather information from the Sunny Sky API. What tool should be used to parse and display the response within the email?

- A. GTL
- B. SSJS
- **C. Node.JS**
- D. Apex

Answer: C

NEW QUESTION # 32

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a 'Loyalty Member' Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- A. Create a Journey with a Salesforce Campaign entry source and an Email Activity
- B. Create a scheduled Automation with a Query Activity and a Send Email Activity
- C. Create a Journey with a Salesforce Data entry source and an Email Activity
- **D. Use Content Builder Send Flow to send the email to the Salesforce Campaign**

Answer: D

NEW QUESTION # 33

Northern Trail Outfitters has integrated their Marketing Cloud account with their Salesforce sandbox. In what order should the steps be performed to refresh the sandbox in their integrated account?

- A. Disconnect / Refresh / Reconnect / Authenticate / Synchronize
- B. Refresh / Disconnect / Reconnect / Authenticate / Synchronize
- **C. Disconnect / Refresh / Reconnect / Synchronize / Authenticate**
- D. Refresh / Disconnect / Reconnect / Synchronize / Authenticate

Answer: C

Explanation:

To refresh the sandbox in their integrated account, Northern Trail Outfitters should perform the steps in the following order: Disconnect. This step will disconnect Marketing Cloud Connect from Sales Cloud and prevent data loss or errors during the refresh process.

Refresh. This step will refresh the sandbox in Sales Cloud with new data and configuration.

Reconnect. This step will reconnect Marketing Cloud Connect to Sales Cloud using the new sandbox credentials and settings.

Synchronize. This step will synchronize data between Marketing Cloud and Sales Cloud using Synchronized Data Sources or Salesforce Data Entry Sources.

Authenticate. This step will authenticate Marketing Cloud Connect users in both systems and enable full functionality of Marketing Cloud Connect.

NEW QUESTION # 34

A marketing manager identified an upcoming email campaign for their team to test different subject voices. They want to first test with a pilot group and then send the winning subject line out to the remaining customers. What should path optimizer be configured to handle these requirements?

- A. Select winning path three days after journey activation
- **B. Configure a holdback group to be targeted by the winner.**
- C. Place a Random Split before Path Optimizer for the pilot group.

Answer: B

NEW QUESTION # 35

Northern Trail Outfitters wants to have a periodic, dynamic newsletter send to a set data extension, but the data in this data extension will be regularly updated and the subscribers inside could be removed/added multiple times. What option should speed up the delivery while meeting these criteria?

- **A. Scheduled Automation using a Send Activity**
- B. Single Send Journey
- C. Journey that allows re-entry after exiting
- D. Scheduled Automation utilizing Triggered Send Emails

Answer: A

NEW QUESTION # 36

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