

Salesforce MKT-101 Exam Topic - Best MKT-101 Preparation Materials



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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q15-Q20):

NEW QUESTION # 15

Northern Trail Outfitters (NTO) wants to add automation to its email marketing. Which automation should NTO create as a good first step?

- A. An automation that contains several recurring emails and decisioning points
- B. An automation that Imports subscriber data regularly and updates key data extensions
- **C. An automation that deletes old data extensions, emails, and reports**

Answer: C

NEW QUESTION # 16

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3 answers

- **A. Send SMS**
- **B. Wait Until**
- **C. Decision Split**
- D. Post to Facebook
- E. Query Activity

Answer: A,B,C

NEW QUESTION # 17

A customer wants to create a mobile app that requires users to log in or register before accessing their data. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

- A. User device data is unavailable in Contact Builder for up to 24 hours.
- B. Existing users will create additional Contacts in Marketing Cloud.
- C. All mobile app users will create additional Contacts in Marketing Cloud.
- **D. Newly registered users will create additional Contacts in Marketing Cloud.**

Answer: D

NEW QUESTION # 18

Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

- A. Path Optimizer
- B. Google Analytics Audience
- **C. Einstein Engagement Scoring**

Answer: C

NEW QUESTION # 19

A marketer wants to capture open-ended feedback from customers via SMS and write it to a data extension.

How could MobileConnect be used to accomplish this?

- A. Use an info capture message template to capture the response.
- **B. Use a text-response message template with embedded AMPscript to capture the response.**
- C. Use an outbound message template with embedded AMPscript to capture the response.
- D. Use a vote/survey message template to capture the response.

Answer: B

Explanation:

To capture open-ended feedback from customers via SMS and write it to a data extension, Northern Trail Outfitters should use a text-response message template with embedded AMPscript to capture the response. A text-response message template is a template that allows marketers to send a text message to a mobile number and receive a reply. AMPscript is a scripting language that allows marketers to perform complex tasks within messages, such as inserting data into a data extension. Reference: https://help.salesforce.com/s/articleView?id=sf.mc_text_response.htm&type=5 https://help.salesforce.com/s/articleView?id=sf.mc_es_ampscript_overview.htm&type=5

NEW QUESTION # 20

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