

Salesforce MKT-101 Reliable Braindumps Files - Exam MKT-101 Revision Plan



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The web-based Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice exam is accessible from any major OS, including Mac OS X, Linux, Android, Windows, or iOS. These Salesforce MKT-101 exam questions are browser-based, so there's no need to install anything on your computer. Chrome, IE, Firefox, and Opera all support this Salesforce MKT-101 web-based practice exam. You can take this Build and Analyze Customer Journeys using Marketing Cloud (MKT-101) practice exam without plugins and software installation.

Salesforce MKT-101 Exam is a multiple-choice exam that consists of 60 questions, and candidates have 90 minutes to complete it. MKT-101 exam is available in English and costs \$200. Candidates who pass the exam will receive a Salesforce Certified Marketing Cloud Journey Builder and Analyst credential, which demonstrates their expertise in building and analyzing customer journeys using Marketing Cloud.

>> **Salesforce MKT-101 Reliable Braindumps Files** <<

MKT-101 Reliable Braindumps Files - Latest Salesforce Build and Analyze Customer Journeys using Marketing Cloud - Exam MKT-101 Revision Plan

When you are studying for the MKT-101 exam, maybe you are busy to go to work, for your family and so on. How to cost the less time to reach the goal? It's a critical question for you. Time is precious for everyone to do the efficient job. If you want to get good MKT-101 prep guide, it must be spending less time to pass it. Exactly, our product is elaborately composed with major questions and answers. If your privacy let out from us, we believe you won't believe us at all. That's uneconomical for us. In the website security, we are doing well not only in the purchase environment but also the MKT-101 Exam Torrent customers' privacy protection. We are seeking the long development for MKT-101 prep guide.

Salesforce MKT-101 Exam Syllabus Topics:

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Topic	Details
Topic 1	Analytics and Troubleshooting: This section measures the abilities of a Marketing Cloud Administrator to track campaign performance, generate reports, and resolve common issues. It emphasizes using insights to improve marketing effectiveness over time.
Topic 2	Administration Essentials: This section assesses the abilities of a Marketing Cloud Administrator to manage users, roles, business units, and security settings. It ensures the platform is configured correctly for secure and efficient use by all stakeholders within an organization.
Topic 3	Message Testing, Delivery, and Email Marketing Best Practices: This section assesses how an Email Campaign Specialist ensures quality through message testing, controls delivery settings, and follows industry best practices in email marketing to improve engagement and compliance.
Topic 4	Data Management: This section evaluates the knowledge of an Email Campaign Specialist in organizing, segmenting, and synchronizing contact data. It covers how to create data extensions and ensure accurate data handling for targeted marketing efforts.
Topic 5	Email Message Design and Creation: This part of the exam measures the skills of an Email Campaign Specialist in creating engaging, branded, and responsive email messages using templates and content blocks that support marketing goals.

Salesforce MKT-101 (Build and Analyze Customer Journeys using Marketing Cloud) Exam is designed for professionals who are looking to gain expertise in creating and analyzing customer journeys using Salesforce Marketing Cloud. MKT-101 exam validates the knowledge and skills required to create and manage personalized customer journeys and automate marketing campaigns using Salesforce Marketing Cloud.

Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q82-Q87):

NEW QUESTION # 82

A customer wants to automate the send of a monthly promotional email. The customer will upload an audience file to their account's Enhanced FTP on a monthly basis on the 15th day of each month, expecting the email to be deployed upon completion of the import activity. However, if the 15th of the month falls on a Saturday or Sunday, the customer will provide the file on the Friday prior to the 15th and expect the promotional email to be sent on that Friday.

Given the customer's requirements, which method should be used to automate their monthly promotional email?

- A. Create a triggered automation that includes an import activity and user-initiated send.
- B. Create a scheduled daily automation that includes an import activity and user-initiated send.
- C. Create a triggered automation that includes an import activity and triggered send.
- D. Create a scheduled monthly automation that includes an import activity and triggered send.

Answer: A

NEW QUESTION # 83

Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

- A. Verification
- B. Send Email
- C. Wait

Answer: C

NEW QUESTION # 84

As part of a daily shipping notification automation, Northern Trail Outfitters needs to join data from the Shipping data extension and the Purchase data extension.

What activity is designed to address this scenario?

- A. Filter Activity
- B. Group Refresh
- C. File Transfer Activity
- **D. SQL Query Activity**

Answer: D

NEW QUESTION # 85

Northern Trail Outfitter wants to make sure important subscriber updates, such as unsubscribes, are reflected within the platform as soon as they happen due to regulatory concerns.

What should be used to best achieve this in real time?

- A. SQL Query activities
- **B. APIs**
- C. File Drop Automations

Answer: B

NEW QUESTION # 86

A marketer wants to send the same email with the same send properties in several automation. Which activity should be created within Automation studio?

- A. Template send
- B. Triggered send
- C. Automated send
- **D. Send email**

Answer: D

NEW QUESTION # 87

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