

Salesforce - MKT-101 - Useful Build and Analyze Customer Journeys using Marketing Cloud Visual Cert Test



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Salesforce Marketing Cloud platform is a powerful tool that helps organizations to streamline their marketing efforts, engage with customers effectively, and drive revenue growth. The MKT-101 Exam covers a range of topics related to Marketing Cloud, including email marketing, mobile marketing, social media marketing, advertising, and data management.

To prepare for the Salesforce MKT-101 exam, candidates should have a solid understanding of marketing principles and practices, as well as experience using Salesforce Marketing Cloud. They should be able to create and manage campaigns, design customer journeys, implement automation, and analyze campaign performance metrics. They should also be familiar with data management, segmentation, and personalization techniques to deliver targeted and personalized marketing messages.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q149-Q154):

NEW QUESTION # 149

A user in Marketing Cloud needs to send an email to a Salesforce Report via a Guided Send process. How should the consultant meet this requirement?

- A. Create a Salesforce Data Extension for the user to select during a Guided Send.
- B. Assign the integrated user the Marketing Cloud AppExchange User permission set in Sales Cloud.
- C. Create data validation rules for the integrated user in Sales Cloud.

- D. Add custom links to the page layouts in Marketing Cloud

Answer: A

NEW QUESTION # 150

What is a capability of the Import within Contact Builder? Choose 2 answers

- A. Like the Import Wizard, the Contact Builder import definition can be executed without saving.
- B. The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
- C. The data source can be a local file, data filter, or file on any FTP.
- D. In order to use Map by Header Row, the fields in the DE and file must match exactly.

Answer: B,D

NEW QUESTION # 151

Northern Trail Outfitters receives a nightly encrypted unsub file to their Marketing Cloud SFTP from a third-party email platform. These files are used to unsubscribe existing subscribers. They do not use Email Address as Subscriber Key.

What Automation Studio Activity sequence should be used to ensure the appropriate subscribers are unsubscribed from the All Subscriber List?

- A. Import File > Query > Data Extract > File Transfer > Import File
- B. File Transfer > Import File > Query > Data Extract > File Transfer > Import File
- C. File Transfer > Import File > Data Extract > File Transfer > Import File
- D. Import File > Data Extract > File Transfer > Import File

Answer: B

NEW QUESTION # 152

Northern Train Outfitters (NTO) finds 57% of its subscribers read emails on smartphones. Because of this, NTO wants to enhance its email viewing experience by thinking "mobile first". NTO has the resources to write the HTML and CSS Code needed to create responsively designed emails. Which option would add the code that was created outside of the Salesforce Marketing Cloud to the email?

- A. HTML Paste
- B. Web Paste
- C. Template Based
- D. Text only

Answer: A

NEW QUESTION # 153

Northern Trail Outfitters third-party point-of-sale software order information in batches of large files. the timing varies throughout the day.

Which feature should be used to accommodate this setup?

- A. Triggered Automation
- B. Wait Activity
- C. Scheduled Automation

Answer: A

NEW QUESTION # 154

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Appropriately, we can wrap up this post with the way that the test centers around the material that is essential to handily clear your

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