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Salesforce MKT-101

Build and Analyze Customer Journeys using Marketing Cloud

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Salesforce MKT-101 is a certification exam that focuses on building and analyzing customer journeys using the Marketing Cloud platform. MKT-101 exam is designed to test your knowledge and skills in planning, implementing, and analyzing customer journeys, as well as understanding the key features and capabilities of Marketing Cloud. Build and Analyze Customer Journeys using Marketing Cloud certification is ideal for professionals who want to gain expertise in marketing automation and customer engagement, and who want to demonstrate their proficiency in using Marketing Cloud to drive business results.

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Salesforce Build and Analyze Customer Journeys using Marketing Cloud Sample Questions (Q72-Q77):

NEW QUESTION # 72

Northern Trail Outfitters (NTO) needs to provide an IT staff member with access to Marketing Cloud. The staff member needs to perform the following tasks:

- * Maintain NTO's master suppression list
- * Configure data relationships
- * Create new subscriber attributes

Which role should be assigned to the IT staff member?

- **A. Data Manager**
- B. Administrator
- C. Analyst
- D. Content Creator

Answer: A

NEW QUESTION # 73

A school corporation uses one contact per parent/child combination, updating the email address based on who they are sending to. However, they would like to pull data on which email addresses receive which emails.

What functionality could be used to accomplish this?

- **A. Data Views**
- B. Send Log
- C. Tracking Extract
- D. Recent Email Send Report

Answer: A

NEW QUESTION # 74

Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- **A. CRM ID**
- B. Mobile Device ID
- **C. Email**
- D. Loyalty Program Number

Answer: A,C

NEW QUESTION # 75

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of 'Held'.

What is the source of the duplicate subscriber key?

- **A. Triggered Send Managed Lists**
- B. Global Unsubscribe List
- C. Auto Suppression List

Answer: A

NEW QUESTION # 76

A customer is using Marketing Cloud Connect but not sending tracking back to Sales Cloud. They want to create a Task on Contact and Lead records for follow up when someone has not opened five emails in a row.

Which activities could be used to fulfill this requirement?

- A. Scheduled Automation, SQL Query Activity; Data Extension Entry, Task Activity
- B. API Event Entry, SQL Query Activity, Task Activity
- C. Salesforce Data Entry, SQL Query Activity, Task Activity
- D. Scheduled Automation, Filter Activity; Data Extension Entry, Contact Activity

Answer: A

NEW QUESTION # 77

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