

## Dec-2022 Free Salesforce MKT-101 Exam Question Practice Exams [Q71-Q92]



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**NO.71** What can a marketer do to enhance a Welcome Series campaign? (Choose 2)

- \* Require that the subscriber refer a friend
- \* Personalize email content
- \* Send three emails on the first day after sign-up
- \* Share the email program's value proposition

**NO.72** Northern Trail Outfitters allows non registered customers to provide to phone number for open orders. The proved contact information is to be deleted after 30 days.

Which feature provides a way to automatically maintain a data extension's records?

- \* Delete Filter Activity
- \* Contact Delete
- \* Data Retention Policy

**NO.73** Northern Trail Outfitters wants to provide near real-time data in a 30-day welcome journey.

Which data setup should they use for decision splits?

- \* Journey Data queried from main data extension
- \* Contact Data Mapped through Salesforce Marketing Cloud Profile Attributes
- \* Journey Data using CRM Report Import Activity to Salesforce Data Extension
- \* Contact Data using Synchronized Data Sources

**NO.74** A financial services customer wants to send email to customers who log in for the first on a new IP. This message should be

deployed as fast as possible due to its sensitive content. The message contain information related to the login IP.

What should a consultant recommend to deploy the email?

- \* Inject the subscriber into a Journey.
- \* Use the Transactional Messaging API.
- \* Execute a Triggered Emails Interaction.
- \* Use a User-Initiated Emails Interaction.

**NO.75** Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

- \* Synchronized Data Sources only push data every 15 minutes
- \* ContactID was used as Subscriber Key
- \* Email Address was used as Subscriber Key
- \* Individual Level Tracking was not selected in Marketing Cloud Configuration

**NO.76** Which feature can segment on behavioral data?

- \* Data Filter
- \* Data Extension
- \* Import Activity
- \* Tracking

**NO.77** 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?

- \* Create a triggered automation that includes an import activity and triggered send.
- \* Create a scheduled daily automation that includes an import activity and user-initiated send.
- \* Create a scheduled monthly automation that includes an import activity and triggered send.
- \* Create a triggered automation that includes an import activity and user-initiated send.

**NO.78** A marketer wants to create an email that will look great on both a desktop computer and a mobile device. However the marketer is not familiar with writing code for responsive design and does not have available resources to design the email. Which template can the marketer choose when creating an email?

- \* Responsive Web template
- \* Media template
- \* Mobile-optimized template
- \* Standard template

**NO.79** What is a personalization string?

- \* A snippet of text that inserts subscriber attributes into an email
- \* An automated way of scraping a website for content to populate inside of an email
- \* The snippet of text at the top of the email that is visible before an email has been opened
- \* A content area that will display based on a subscriber attribute

**NO.80** Northern Trail Outfitters manually sent an HTML email to subscribers which contains a link to the wrong landing page for a

particular campaign.

Which option minimizes the impact of this error?

- \* Send another email to the same subscribers containing the correct link.
- \* Update the link in the stored email content and it will be pulled in automatically.
- \* Locate the job under Tracking and update the URL in the Job Links tab.
- \* Have Support recall the email if it has not yet been opened by a subscriber.

**NO.81** Northern Trail Outfitters wants to build an abandoned cart journey which includes a Decision Split that evaluates if a customer has made a purchase after they enter the journey. Customer data is stored in a master data extension and purchase data is stored in a second data extension.

Which two steps should they include to accomplish this journey?

- \* Use Data Designer in Contact Builder to relate the two data extensions.
- \* Utilize Entry Data on a Decision Split within Journey Builder.
- \* Create a Data Relationship in Email Studio to relate the two data extensions.
- \* Configure activities within Automation Studio to update the purchase data.

**NO.82** A pharmaceutical company is hosting a monthly event and will be sending an invitation to new local contacts. The customer would like to automatically update a data extension to determine who will be attending.

\*The data extension will hold each contact's response as well as the time stamp of the click.

\*The contact will receive an email two days after the click event.

\*Both emails should be sent via Journey Builder.

What is the optimal solution to record the click activity prior to sending the second email?

- \* Use a landing page to record the click and trigger an email.
- \* Leverage the Decision Split and create a Custom Activity.
- \* Leverage the Engagement Split and the Update Contact Activity.
- \* Use a landing page to record the click in the data extension.

**NO.83** Northern Trail Outfitters wants to send an email to one million contacts in Sales Cloud. The criteria to segment contacts include using 10+ fields to segment.

Which process should the consultant utilize for a reliable send method?

- \* Query Synchronized Data Extensions using a query activity to a Salesforce Data Extension, then send via Email Studio Send Flow
- \* Import Salesforce Report through an import activity to a Salesforce Data Extension, then send to data extension using Email Studio email send
- \* Assign the one million contacts from the report to a Salesforce campaign, and use a Single Step journey with Salesforce Campaign as an entry event
- \* Send to a Salesforce Report from Marketing Cloud using Email Studio Send Flow

**NO.84** A customer wants Sales Cloud users to create and send Marketing Cloud emails.

Which two recommendations should the consultant make? Choose 2 answers

- \* Each user should have a one-to-one relationship between the Marketing Cloud user and the Sales Cloud user.
- \* The consultant should enable deep linking in the Marketing Cloud Connect configuration.
- \* Each Sales Cloud user should have a System Administrator Profile and a Role at the top of the Role Hierarchy.

\* The consultant should enable the Create Email feature on the user Profile in Sales Cloud.

**NO.85** An online retail customer needs daily promotional email content to generate with minimal time spent on creation. Their service contract includes building a custom dynamic template for this purpose. The customer has communicated the following:

- \* The email content will highlight new inventory each day.
- \* A small team will run both their digital marketing operations and their email program.
- \* A user needs to build, test, and send a daily email in less than an hour.
- \* Images for the emails will be hosted on their website CMS.

Which question is relevant to identify strategies for designing the custom template for the customer's daily promotional email?

Choose 3 answers

- \* Will image URLs be available publicly?
- \* How often will the layout of the content in a content area change?
- \* What is the maximum file size of the images being used?
- \* How often will email content be image-only with text overlaying images?
- \* What from name will be used for these emails?

**NO.86** Northern Trail Outfitters wants to ensure its emails are meeting subscriber expectation and enticing engagement.

Which 2 best practices should NTO employ when sending email?

- \* Set Cadence Expectations to front with Subscribers
- \* Send generic content to appeal to all audiences.
- \* Send Multiple emails a day to keep the brand top of mind
- \* Use Subscriber data to dynamically populate email content

**NO.87** A customer has curated a list of known email addresses belonging to competitors. They want to ensure none of these competitors receive their emails.

What should a consultant recommend?

- \* Create an auto-suppression list populated with subscriber keys.
- \* Populate a list using a query to exclude the subscriber key.
- \* Create an exclusion list with the known email addresses.
- \* Create an auto-suppression list populated with the known email addresses.

**NO.88** A bank wants to send out a series of emails to new customers that open a checking or savings account. The emails will be used to educate and inform customers regarding their current account and other bank offerings

- \* Data for the campaign will be in two data extensions: Customer and New Accounts
- \* The Customer data extension is currently used for multiple campaigns and is updated at 1:00 a.m.
- \* The New Accounts data is encrypted and will be placed on the FTP at 10:00 p.m.

Which automated workflow meets the customer's requirements?

- \* A scheduled automation that starts at 2:00 a.m. that executes Data Extract Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- \* A triggered automation that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- \* A scheduled automation that starts at 2:00 a.m. that executes File Transfer Activity, Import Activity, Query Activity, Wait Activity, and Send Email Activity.
- \* A scheduled automation that starts at 12:00 a.m. and executes a File Transfer Activity, Import Activity, Query Activities, Wait Activity, and Send Email Activity.

**NO.89** Northern Trail Outfitters (NTO) marketing team is looking to use a partner to develop its dynamic emails. After submittal, NTO specialists want to make sure the emails are reviewed before approval.

What feature should the NTO marketing team employ?

- \* Standard Workflow Approval
- \* Content Detective
- \* Preview Tab
- \* Two-Step Workflow Approval

**NO.90** Northern Trail Outfitters (NTO):

- \* Employs Email Specialists responsible for creating content, testing, sending emails, defining the activities for Automation Studio, and creating automations.
- \* Prefers not to use custom roles unless it is absolutely necessary.
- \* Email Specialist resides in multiple business units.

Using best practices, how should a consultant create and assign roles for NTO?

- \* Create a custom Email Specialist role with needed permissions and assign it to the Email Specialists.
- \* Alter the roles of Content Creator and Data Manager by denying permissions and then assign the roles to the Email Specialists.
- \* Check Allow automation permissions for the Content Creator Role and assign it to the Business Units.
- \* Check Allow automation permissions for the Content Creator Role and assign it to the Email Specialists

**NO.91** Northern Trail Outfitters (NTO) account will be used for email communications with its clients and employees. They want to send from two different subdomains, so they have delegated e.nto.com as their SAP domain and mail.nto.com as an additional Private Domain.

Which statement describes how this will impact the account?

- \* Links within emails will be wrapped with the same subdomain used for the From Address within the Sender Profile.
- \* Links within emails will be wrapped with e.nto.com, but images within Content Builder will use mail.nto.com.
- \* Links within emails will be wrapped with mail.nto.com, but images within Content Builder will use e.nto.com.
- \* Links within emails will be wrapped with e.nto.com, and images within Content Builder will use e.nto.com

**NO.92** A customer provides a file containing only new and updated subscriber records exported from its marketing database.

- \* The file will be uploaded to the customer's Enhanced FTP automatically at 3AM daily.
- \* The customer requires that the import completes prior to 4AM.

\* On average, the file will contain about 2 million rows of data each day.

Based on the customer's requirements and recommended best practices, how should the daily file be imported?

- \* Import the file to a data extension, using the 'add and update' method.
- \* Import the file to a list, using the 'update only' method.
- \* Import the file to a list, using the 'add and update' method.
- \* Import the file to a data extension, using the 'overwrite' method.

Since Record count is more than 500 K so DE is used. New and Update is already specified in question.

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