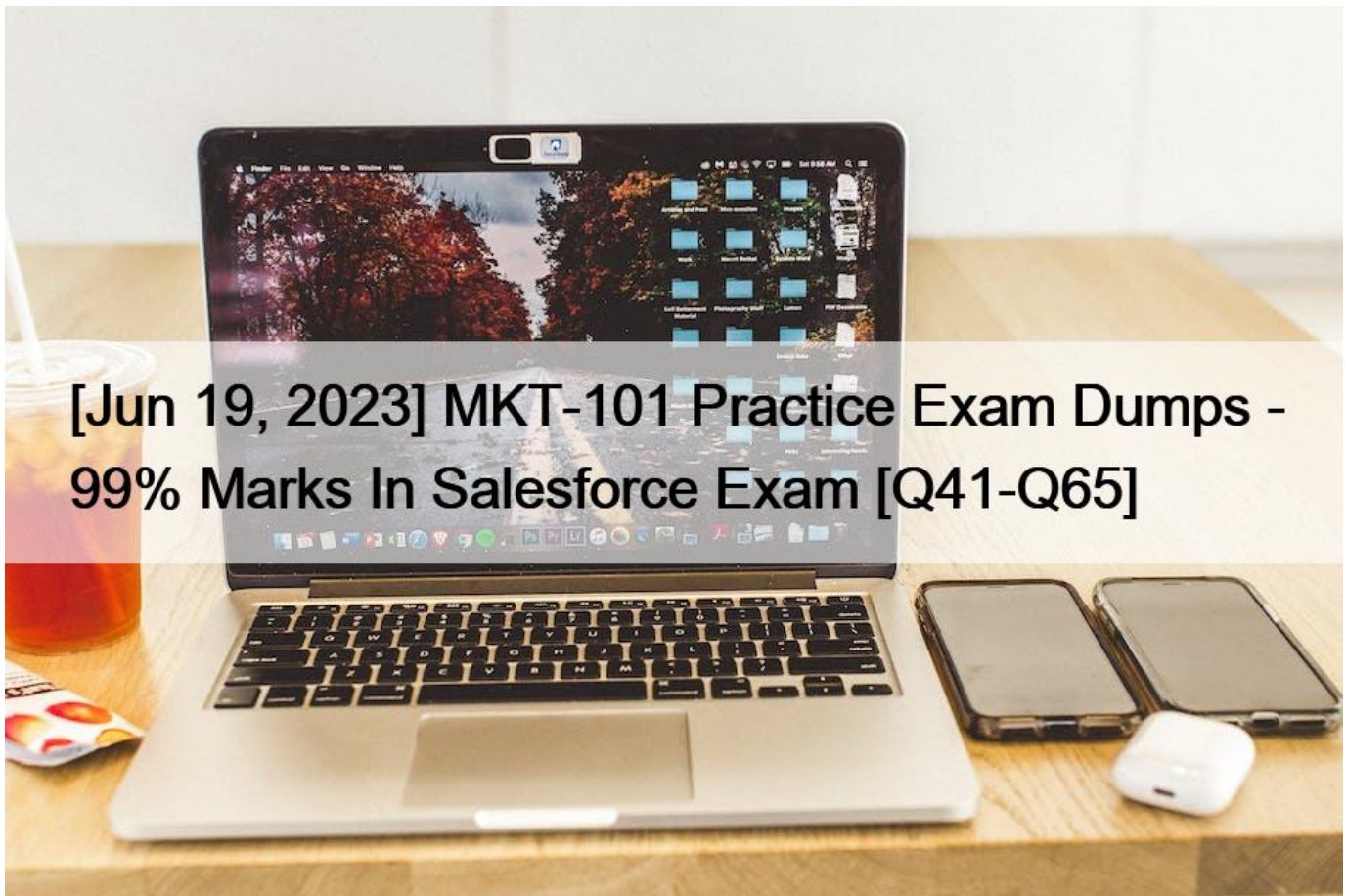


[Jun 19, 2023 MKT-101 Practice Exam Dumps - 99% Marks In Salesforce Exam [Q41-Q65]



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To achieve this certification, candidates must demonstrate their proficiency in various areas, such as designing and creating customer journeys, personalizing content and messaging, using data to inform marketing strategies, and measuring the effectiveness of marketing campaigns. The exam consists of 60 multiple-choice questions that must be completed within 90 minutes, and a passing score of 65% or higher is required to earn the certification.

QUESTION 41

A file is received daily from a data provider to the account SFTP. This file needs to be imported into Marketing Cloud as soon as it arrives. The arrival time of this file varies by several hours from day to day.

What tools should be used to accomplish this?

- * Journey Builder Fire Event Entry Source

- * Automation Studio Schedule Starting Source
- * Automation Studio File Drop Starting Source
- * Journey Builder Import Activity Entry Source

QUESTION 42

A marketing manager wants to see how the cross-channel customer population has changed over the last 6 months.

Which report should be run to provide this Information?

- * Contacts Count
- * Contacts Analytics
- * Audience Engagement Over Time

QUESTION 43

A marketer created dynamic content for an upcoming campaign that renders unique content based on subscriber attributes. The marketer would like to preview how each email will render for a given list of subscribers.

How should the marketer proceed?

- * Select the Preview tab within the Classic Content tool.
- * Create a user-initiated email to send to the list of subscribers.
- * Use the Test Send tool to trigger copies of the email.
- * Using the Subscriber Preview tool, cycle through the list of subscribers.

QUESTION 44

NTO wants its emails to render uniquely between mobile and desktop devices. NTO would like the emails to be responsive. Which two techniques should be used? Choose 2 answers

- * Include @media query CSS in the email
- * Use a Basic, Empty or Themed Template in Content Builder
- * Use inline CSS styling on all HTML elements
- * Include style=display:block; on all images

QUESTION 45

A marketing manager would like to run the Recent Email Sending Summary report and have the resulting file sent via email.

Which results file format is available for selection when generating this report?

- * Data File (.csv)
- * Image File (.jpg)
- * Word Document (.docx)
- * Compressed File (.tar.gz)

QUESTION 46

Northern Trail Outfitters has determined they will initially deploy messaging to email and SMS channels, but also plan for social advertising. Customer data originates within their point-of-sale system which communicates to Marketing Cloud in real-time via API. They want to configure their customer data for long-term cleanliness and maintainability.

Which two best practices should be utilized? (Choose 2 answers)

- * Configure Contact Builder to automatically generate a unique subscriber key.
- * Define the subscriber key as a unique value that does not relate to a specific channel.
- * Regularly merge duplicate contacts to keep tracking data accurately.
- * When using an external database of record, utilize that system's identifier as the contact key.

QUESTION 47

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?

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

QUESTION 48

Northern Trails Outfitters has a contact count of nearly 10 million records. They have noticed slower processing times when sending using Journey Builder.

Which two actions could they take to optimize Journey performance? (Choose 2 answers)

- * Perform large-scale segmentation in Automation Studio before admitting contacts into Journey Builder.
- * Use Data Extension Entry Sources with Filters applied to perform segmentation activities for Journey Builder.
- * Include data for decision splits in Attribute Groups in Contact Builder, use contact data rather than journey data.
- * Create a prefiltered, sendable copy of data extensions for each journey instead of using the same entry source.

QUESTION 49

A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants to minimize the number of invalid email addresses on the

list, and add a level of security when using Web Collect functionality. What is the optimal way

to accomplish this task?

- * Add new subscribers to an automated engagement campaign, and then send a series

of welcome emails based on their opens and clicks.

- * Configure to return an error message for any email address that does not conform to

standard conventions.

- * Send a welcome email to subscribers within 24 hours that includes a link to the website, a link

to the terms and conditions page, and a customer service number.

- * Create a double opt-in campaign that requires subscribers to confirm their email address by

clicking a link in an email they receive after subscribing via Web Collect.

QUESTION 50

A customer indicates their point-of-sale system can be configured to upload a file every fifteen minutes. The filename is not consistent for each upload. Their consultant recommends they use a File Drop Automation.

Which two considerations should be made?

Choose 2 answers

- * They may utilize an external FTP site.
- * The directory Is unable to be used by another File Drop Automation.
- * The directory used by the file trigger should be inside the import directory.
- * The directory cannot contain more than five file triggers.

QUESTION 51

A customer has an email newsletter to send out, but wants to deliver it with a targeted message for customers within a specified age range. These data have been defined in attributes from a sign-up landing page.

How should the customer individualize the email content?

- * Personalization Strings
- * Substitution Strings
- * Dynamic Content Areas
- * Guide Template Language

QUESTION 52

Which two statements about a database of record are correct? Choose 2 answers

- * It is a centralized storage repository of data about objects or people.
- * It is any database containing subscriber data.
- * It is any data structure in which multiple opt-in statuses can be stored for a subscriber.
- * It is a system in which a subscriber's status is maintained.

QUESTION 53

What two additional best practices could be applied to the company's new email design?

Choose 2 answers

- * Mobile optimized emails
- * Corresponding call-to-action included in primary message
- * Use of emojis in preheader text
- * A mix of old branding with new branding

QUESTION 54

A marketer has created an event confirmation email which is sent to all registration of their cooking-while-camping sessions. They use Connect to integrate to their CRM and want update records directly a recipient clicks the Confirm RSVP button.

Which automation solution should easily allow this action?

- * Automation Studio
- * Behavioral Triggers
- * Journey Builder

QUESTION 55

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

QUESTION 56

A marketer is using Preview .. Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

- * Test sends are not recorded on the Send Log Data Extension.
- * The send exceeded the maximum test send threshold.
- * A subscriber was not selected in the Subscriber Preview tab.

QUESTION 57

An entertainment customer has added a new business unit for one of its record labels. It has also purchased a Sender Authentication Package (SAP) and owns the branded domain.

What is necessary to complete SAP setup?

- * Route the domain through an IP address unique to the business unit.
- * Configure link wrapping to redirect to the business unit's subdomain.
- * Configure custom Reply Mail Management for the business unit's subdomain.
- * Delegate a specific subdomain to the Marketing Cloud name servers.

QUESTION 58

Northern Trail Outfitters wants to use a File Drop Starting Source in Automation Studio to send shipping tracking emails when orders are dispatched. A delimited text file containing all the data for the send will be uploaded to a designated directory on the Enhanced SFTP Account, and the email should be sent to customers when the file transfer has completed.

What would be the correct sequence of Activities for this File Drop Starting Source?

- * File Transfer Activity > Send Email
- * Import File Activity > File Transfer Activity > Send Email
- * File Transfer Activity > Import File Activity > Send Email
- * Import File Activity > Send Email

QUESTION 59

Northern Trail Outfitters (NTO) is migrating from a series of local legacy email automation tools to a single global Marketing Cloud instance to leverage its multi-channels abilities as well as native Salesforce Connector to their global Sales Cloud instance.

Which three factors Should be considered before finalizing the number of business unit they need to purchase? (Choose 3 answers)

- * Number of brands/geographies which NTO operates
- * Number of Sales Cloud sandboxes
- * If testing/development business unit(\$) is required
- * If data/content needs to be segregated between brands/geographies
- * Number of Marketing Cloud users.

QUESTION 60

Northern Trail Outfitters wants to send special discount offer to engaged customers on their email list.

What should be resolved prior to generating the audience?

- * What the offer will be
- * When to send the email
- * Who the offer come from
- * How to determine engagement

QUESTION 61

What is a correct statement about a database of record? Choose 2 answers

- * A database of record is a centralized storage repository of data about objects or people.
- * A database of record is any database containing subscriber data.
- * A database of record is a data structure in which multiple opt-in statuses can be stored for a subscriber.
- * A database of record is a system in which a subscriber's status is maintained

QUESTION 62

Northern Trail Outfitters wants to know the number of Contacts in their account. This information needs to be emailed to their Chief Marketing Officer on a weekly basis.

What could be configured to meet this request?

- * Configure the Contact Extract Activity in Automation Studio
- * Query the _Subscriber Data View and Extract it weekly
- * Query the _Contact Data View and transfer it weekly
- * Schedule the Contacts Counts Standard Report

QUESTION 63

Northern Trail Outfitters wants to send a welcome email to Contacts when a Contact record is added as a campaign Member to a "Loyalty Member" Campaign in Sales Cloud.

Which method should they use to send the email from Marketing Cloud?

- * Create a scheduled Automation with a Query Activity and a Send Email Activity
- * Use Content Builder Send Flow to send the email to the Salesforce Campaign
- * Create a Journey with a Salesforce Campaign entry source and an Email Activity
- * Create a Journey with a Salesforce Data entry source and an Email Activity

QUESTION 64

During discovery a consultant confirmed:

*A master audience file containing contact information and data points will be used for segmentation and imported nightly.

*The customer would like to implement a mechanism that consistently prevents sending promotional emails to subscribers who work for their top three competitors.

What feature should a consultant include in the solution?

- * A global unsubscribe
- * An auto-exclusion list
- * An auto-suppression list
- * An exclusion list

QUESTION 65

A marketing associate wants to ensure that an email will be delivered to a subscribers' inbox. What tool can the associate use to scan the subject line and the body of the email message for words and phrases that would be flagged by spam filters?

- * Content detective
- * Link detective
- * Email Validation
- * Send Preview

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