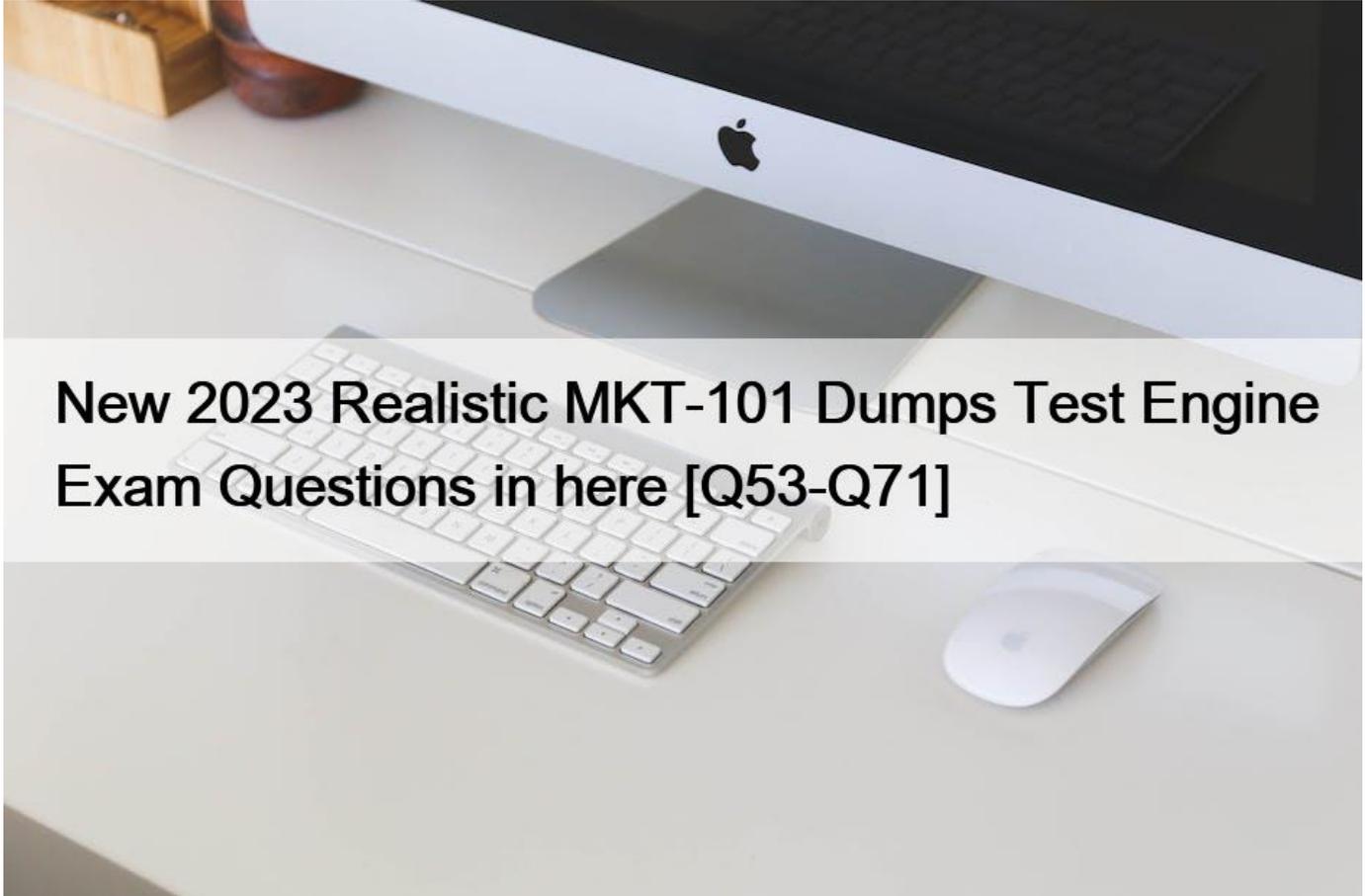


New 2023 Realistic MKT-101 Dumps Test Engine Exam Questions in here [Q53-Q71]



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Salesforce MKT-101 is an exam designed to test the knowledge and skills of individuals who want to build and analyze customer journeys using the Salesforce Marketing Cloud platform. MKT-101 exam covers a wide range of topics, including email marketing, mobile messaging, social media advertising, data management, and analytics. It is an excellent opportunity for marketing professionals to showcase their expertise in the field and demonstrate their ability to leverage the power of Marketing Cloud to drive business growth and customer engagement.

Q53. The customer has the following requirements for storing engagement data in their data warehouse:

*All email open and click activity must be pulled daily from Marketing Cloud.

*Output files must meet the specific requirements for the data warehouse.

*All the activity must be provided via SFTP in one file.

Which automation workflow meets the customer requirements?

- * Data Extract Activity of Tracking Extracts that combines data into required file > File Transfer Activity
- * Report activity that generates Recent Send Summary report > Report delivered directly to SFTP
- * SQL Query Activity to pull data view information > Data Extract Activity of data extension > File Transfer Activity
- * Data Extract Activity of data view tables > SQL Query Activity to create the required file > File Transfer Activity

Q54. Northern Trail Outfitters (NTO) has a Master Subscriber data extension that contains profile and preference information. Various segments are created from the Master Subscriber data extension and each segment will need to be automatically refreshed daily.

Which two activities should NTO consider using? (Choose two.)

- * SQL Query Activity
- * Segment Activity
- * Filter Activity
- * Data Extract Activity

Q55. Northern Trail Outfitters (NTO) uses Marketing Cloud to connect with its individual consumers, retailers and wholesale buyers, and its corporate apparel customers. Marketing Cloud is currently configured with data extensions containing Store, Order, Product, and Contact information. NTO is in the process of implementing Data Designer and linking its data extensions.

How should consumers, retailers, and wholesale buyers be defined in Data Designer?

- * One-to-Many Relationship
- * Many-to-Many Relationship
- * One-to-One Relationship
- * Population

Q56. A marketer for Northern Trail Outfitters needs to share multiple assets in Content Builder for a campaign with another business unit in their account. How should the marketer share these assets?

- * Individually share each asset with the other business unit in Content Builder.
- * Move the content into the Shared Content folder in Content Builder.
- * Create and share a new folder for the assets in Content Builder.
- * Switch to Classic Content to move the assets into the Shared Content folder.

Q57. During discovery, the customer outlines data requirements and the anticipated use of Marketing Cloud with the following criteria:

- * Customer data will be fully refreshed every night via Import activity from the customer's data warehouse.
- * Contact records will be augmented by relational data tables via Contact Builder.
- * The customer data file will contain 5M records with 40+ attributes.
- * One attribute will house HTML code, 1000 characters max, that will be used to populate Account Access content areas in emails.
- * A customer ID will be used as the unique identifier for each contact.

Which statement differentiates the use of data extensions over lists?

- * Data extensions allow for add/update Import activity.

- * Data extensions can store HTML code as an attribute.
- * Data extensions support Customer ID to be used as Subscriber Key.
- * Data extensions are necessary for Contact Builder

Q58. Northern Trail Outfitters (NTO) has an upcoming campaign with a call to action to shop its new NTO outlet store. The campaign will need to send up to three emails but stop sending to each specific subscriber once they have made a purchase at the NTO outlet, and provide reporting on the success of the campaign.

Which Journey Builder component addresses the two requirements of this campaign?

- * Decision Splits
- * Goals
- * Exits

Q59. Tracking Alias question:

- * Same URL
- * Email Conversion Tracking
- * Can be found in some reports
- * Differentiate clicking email

Q60. 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?

- * Triggered Automation
- * Scheduled Automation
- * Wait Activity

Q61. 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

Q62. A customer manually imports records for sending. Each record contains a warehouse ID that is shared between Marketing Cloud and a third-party system. The customer does not have developer resources, but wants to include the warehouse ID in their tracking parameters so that the third-party system can identify the subscriber.

What should a consultant recommend?

- * Use personalization strings created by selecting the data extension.
- * Use AMPscript variables created from each field in the data extension.
- * Use Dynamic Content rules to select a content area for each subscriber.
- * Use Guide Template Language created for each field in the data extension.

Q63. Northern Trail Outfitters just launched a new line of tents and sent a targeted email campaign to introduce the product to its customers.

Where in Email Studio can the marketer see the performance summary of the recent email send?

- * Send Performance tab
- * Overview tab within Tracking
- * Job Links tab within Tracking
- * Summary tab

Q64. Northern Trail Outfitters is migrating from a legacy emailing tool to Marketing Cloud. As part of the migration, they have to go through a security review. Their data privacy team has made it clear that the data in the sandbox should never be mixed with data in production during testing cycles.

What recommendation would a consultant provide on the architecture to fulfill this requirement?

- * Implement two separate Marketing Cloud instances.
- * Ensure test sends are done from data extensions with attribute 'Is Testing'.
- * Create one or more additional business units for testing.
- * Use Subscriber Filter per business unit to filter production from test data.

Q65. 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 units 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.

Q66. A new data extension named 'Orders' contains order data

a. One row is recorded for each customer's order. Customers can place multiple orders. The data extension Orders relates to other data extensions. The data extension Orders contains the following fields:

OrderNumber: a unique alphanumeric order number

customerID: a numeric customer identification number

OrderDate: the system date and time for the order

Instructions: an optional alphanumeric string that contains customer delivery notes. Which statement accurately reflects the configuration of the Orders Data Extension?

- * The OrderNumber field will be a Number data type field
- * All fields in the data extension are nullable
- * CustomerID will be used as the Primary Key
- * OrderNumber will be used as the Primary Key

Q67. What is the skill set you need to build emails with dynamic content?

- * CSS
- * HTML
- * Ampscript
- * SSJS

Q68. What are two possible outcomes when 'Multipart MIME' is selected during the send process? Choose 2

answers

- * An auto-generated text version will be sent with your HTML email.
- * A custom text version will be sent with your HTML email.
- * The email will avoid detecting by various SPAM filters.
- * Open and click activity are tracked in either version.

Q69. 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.

Q70. NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last

purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3

answers

- * Wait Until
- * Query Activity
- * Decision Split
- * Post to Facebook
- * Send SMS

Q71. Northern Trail Outfitters has a customer login page on their website and wants to use Marketing Cloud to send an email to customers who need to reset their password. The email needs to be sent as quickly as possible. Their web server should receive a notification when the email is sent.

Which solution should they use?

- * Triggered Send Definition
- * Transactional Messaging API
- * Multi-Step journey with an API Event entry source
- * Single Send journey with an API Event entry source

Salesforce MKT-101 certification exam is ideal for professionals who are responsible for creating and managing customer journeys, email campaigns, mobile campaigns, social media campaigns, and advertising campaigns using Marketing Cloud. MKT-101 exam tests the candidate's ability to design and implement customer journeys that are personalized, relevant, and engaging. Build and Analyze Customer Journeys using Marketing Cloud certification exam also evaluates the candidate's knowledge of using Marketing Cloud tools for data analysis, segmentation, and targeting. Passing the Salesforce MKT-101 certification exam demonstrates that the professional has a deep understanding of Marketing Cloud and is able to build and analyze customer journeys that drive business growth and customer engagement.

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