Salesforce

MKT-101 Exam

Build and Analyze Customer Journeys using Marketing Cloud

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QUESTIONS & ANSWERS

DEMO VERSION

(LIMITED CONTENT)

Version: 25.1

Question: 1

Northern Trail Outfitters (NTO) notices that some of its unsubscribe reasons are related to Reply Mail Management (RMM). NTO does not have RMM in its account.
What contributes to these unsubscribe reasons?

A. List Unsubscribe header
B. Profile Center Unsubscribe
C. Universal Unsubscribe

Answer: B

Explanation:

Question: 2

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.
Where should NTO update the IP configured for these sends?

A. From Address Management
B. Delivery Profile
C. Sender Profile

Answer: B

Explanation:

Question: 3

A healthcare marketer would like an email sent to patients as soon as they request a password reset for their account.
Which journey type is the best solution for the marketer to set up?

A. Multi-Step Journey
B. Transactional Send Journey
C. Single Send Journey

Answer: B

Explanation:

Question: 4

The data team at Northern Trail Outfitters (NTO) has configured a data extension that contains all customer transactions within the last 90 days. NTO's marketing team would like to target customs who have purchased a camping tent or foldout camper in the last week; however for this campaign, they would like to exclude anyone who has a 'silver status.
Which three tools should be used to segment this data?

A. SQL Query, Filter Definition, Journey Builder Entry Source
B. Journey Builder Entry Source, Filter Definition, Segment Builder
C. SQL Query, Decision Split, Data Designer

Answer: A

Explanation:

Question: 5

A marketing intern forgot to remove [For APPROVAL] from the subject line before sending an email to the company's largest audience.
Which feature, if configured, should provide a warning prior to sending?

A. Subject and Preheader Validation
B. Content Detective
C. Subscriber Preview and test Send

Answer: A

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