Instant Download MKT-101 Dumps Q&As Provide PDF&Test Engine [Q65-Q82
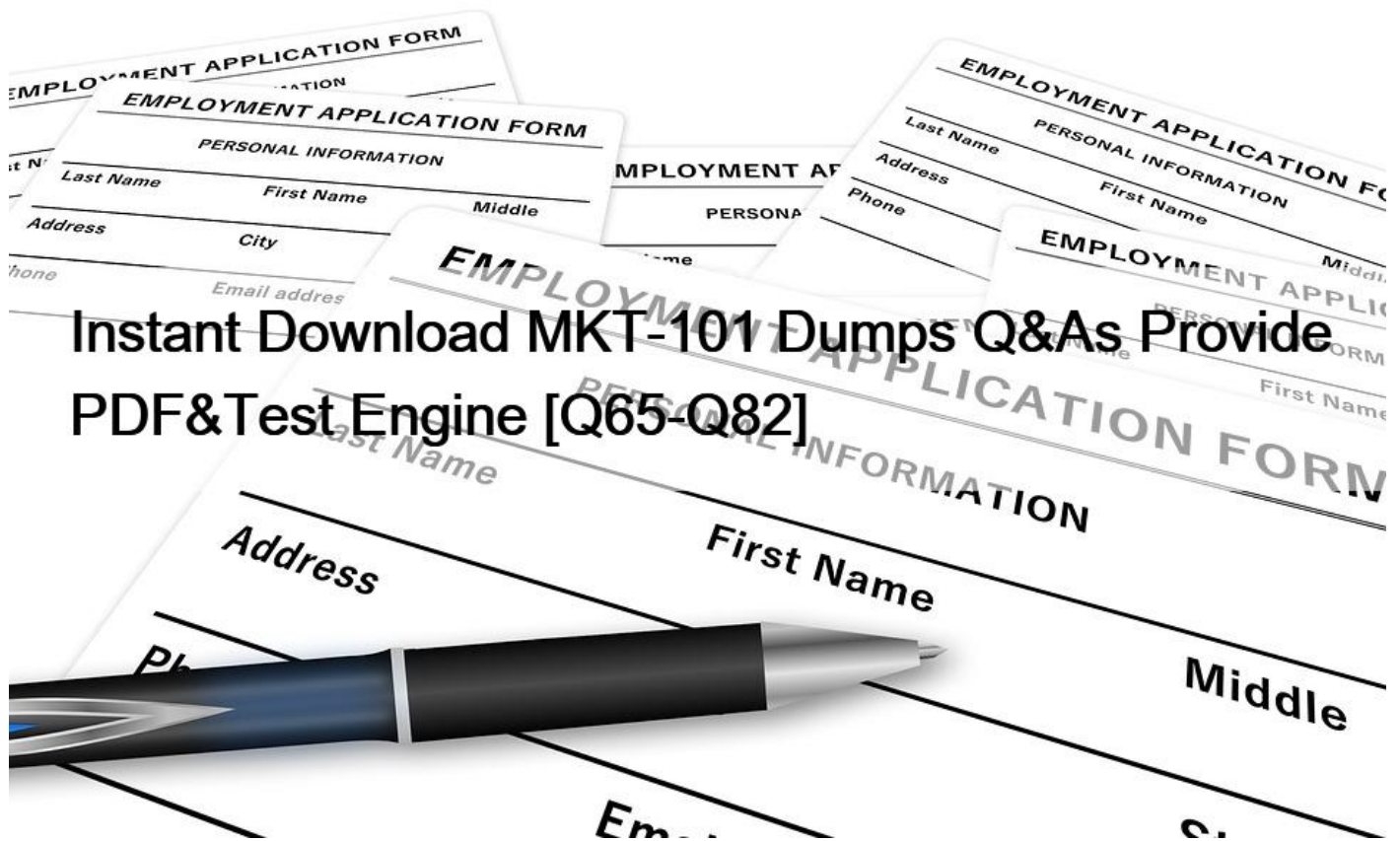

Instant Download MKT-101 Dumps Q&As Provide PDF&Test Engine Fast Exam Updates MKT-101 dumps with PDF Test Engine Practice NEW QUESTION 65

A national landscape company wants to send targeted emails to customers to remind them of their upcoming lawn treatment. Depending on the service, clients will receive either one or two emails. The data for the campaign is in two separate data extensions. Customer Number is a Primary Key field in both data extensions. Which tool can be used to segment the data? (Choose 2)
* Drag & Drop Segmentation
* Data Extract Activity
* Send Definition
* Query Activity

NEW QUESTION 66

A consultant is configuring Marketing Cloud Connect in Marketing Cloud. The customer requires that integrated users only have access to Sales Cloud data visible to them in their Salesforce account.

How would the consultant ensure that this requirement is met?
* Check the Scope by User box in Marketing Cloud.

* Create a User in Sales Cloud with a System Administrator Profile.
* Ensure that the User has the correct profile in Marketing Cloud.
* Ensure that the User is assigned as System Administrator in Sales Cloud.

NEW QUESTION 67

A digital marketing team noticed an increase in unsubscribes and would like to implement a mechanism as an alternative to unsubscribing from all sends. The team currently uses data extensions for sending emails.

Which tool should they use?
* List unsubscribe
* Profile attributes
* Publication lists
* Suppression lists

NEW QUESTION 68

The marketing team wants to test various path within journey based on parameters to assess the effectives of a new email campaign.

Which tool should be used?
* A/B Testing
* Path Optimizer
* Einstain Engagement Activities

NEW QUESTION 69

Northern Trail Outfitters continually adds rows for subscribers to a data extension via API, populating subscribers who should receive a monthly payment reminder that day. They want to use Journey Builder to send the payment reminder emails.

What would be required to process the correct subscribers?
* Journey Settings > No re-entry
* Contact Evaluation > Evaluate all records
* Contact Evaluation > Evaluate new records only
* Journey Settings > Use email attribute from Contacts

NEW QUESTION 70

An email marketer has been tasked with increasing open rates on a weekly newsletter that currently uses a consistent, identifiable subject line: “NTO Weekly: Topics of interest this week.”

Which two best practices should the marketer use to make the subject line more effective?

Choose 2 answers
* A/B test the effectiveness of different subjects.
* Include information relevant to the message in the subject line.
* Include “RE:”, “FWD:’ “etc.” to get the reader’s attention.
* Keep the subject text between 50 and 100 characters long.

NEW QUESTION 71

A local craft store is implementing the Marketing Cloud and will be using Lists to store their subscriber dat

a. Which two types

of data can subscribers easily update via the default Profile Center? Choose 2 answers
* Data Extension Fields
* Email Address
* Order History
* List Attributes

NEW QUESTION 72

When receiving spam complaints from recent email sends, a marketer from Northern Trail Outfitters (NTO) identifies an email address that has consistently marked promotional email messages from WTO as spam.

What should me marketer do to prevent the subscriber from receiving further commercial messages?
* Use the complaint exclusion list on future sends.
* Add the subscriber to the auto-suppression list.
* Delete the subscriber from All Subscribers

NEW QUESTION 73

Which two best practices should the customer follow to ensure marketers across the company are taking full advantage of Content Builder?

Choose 2 answers
* Plan for content to be used cross-channel, eliminating duplicates.
* Create folders for each type of uploaded content.
* Import all content up front, rather than piece by piece.
* Optimize the way content is stored with a naming convention.

NEW QUESTION 74

Northern Trail Outfitters’ analytics team has requested data to power a dashboard that can monitor the performance of emails across the company.

Which Marketing Cloud function should be used to get this data automatically on a daily basis?
* Google Analytics Integration
* Tracking Extracts
* Report Snapshots

NEW QUESTION 75

A marketer send an early engagement email to contact who have not opened or clicked emails in the last month. This email contains a call to action promoting the recipient to click here to keep receiving our emails. In which two ways can the marketer determine who clicks on the CTA? Choose two answers.
* select the user clicks the overview tab in the inbox activity section
* select the URL id for the URL or tracking the alias from the job links tab.
* select the click activity bar chart from the email overview of the click activity tab
* select the URL or tracking alias from the link view tab of the click activity tab.

NEW QUESTION 76

Northern Trail Outfitters sends out 50, 000 emails on a Friday. On Monday morning, the marketing team has to go through out-of -office messages and unsubscribe messages to find customer responses to the email.

Which feature should help the team?
* Reply Mail Management
* Publication Lists
* Parameter Management

NEW QUESTION 77

What is a capability of the Import within Contact Builder? Choose 2 answers
* The data source can be a local file, data filter, or file on any FTP.
* The target destination can be a DE, list, or All Contacts for Mobile Push or Connect.
* Like the Import Wizard, the Contact Builder import definition can be executed without saving.
* In order to use Map by Header Row, the fields in the DE and file must match exactly.

NEW QUESTION 78

Northern Trail Outfitters (NTO) has multiple lines of businesses sharing one business unit. NTO wants to ensure its customers can identify their specific line of business when receiving an email.

Which setting should be configured in a send to identify the line of business sending the message?
* Sender Authentication Package
* Brand Builder
* Sender Profile

NEW QUESTION 79

A marketer wants to overwrite the data in a data extension on a daily basis

using Automation Studio. What can the marketer do to accomplish this task?
* Create an import using the Import Wizard in Automation Studio.
* Create an Import Activity and execute it manually.
* Create an import using the Import Wizard in the Email Application.
* Create an Import Activity to use in a workflow in Automation Studio.

NEW QUESTION 80

Northern Trail Outfitters (NTO) has been sending emails for about 10 years. A new marketing manager noticed their deliverabihty continually decreased over the last year. NTO wants to grow their existing subscriber base and increase ROI on email marketing by improving engagement with subscribers.

Which three strategies would improve their email deliverabihty?

Choose 3 answers
* Exclude old or inactive email addresses.
* Ensure the spam complaint rate is between 1% and 3%.

* Purchase lists from companies that guarantee users have opted in.
* Encourage subscribers to add the company’s sending domain to their contacts.
* Authenticate email sending to distinguish it from spammers.

NEW QUESTION 81

After sending an initial ‘welcome’ email, Northern Trail Outfitters needs to configure Journey Builder to continue a customer acquisition journey after a purchase is made on its website.

Which type of activity should be used?
* Engagement Split
* Behavioral Trigger
* Wait Until Event

NEW QUESTION 82

A 15 person management team wants to review test emails built in email studio prior to live deployment based on content that is personalized for them but it clearly noted as a test email what is the safest most effective way for a marketer to accomplish this task without the compromising email content.
* create a list composed of the management team prepare test to the subject and use the send flow to send email to the list.
* find each individual with subscriber preview and test send to each individual recipient
* create a test data extension composed of the management team and test send to the test data extension
* create a data extension composed of the management team create a user initiated send definition, select the email prepare test to the subject, select the data extension and send the email.

Salesforce MKT-101 Exam Syllabus Topics:
TopicDetailsTopic 1- Email Message Design and Creation- Marketing AutomationTopic 2- Introduction to Salesforce Marketing
        Cloud- SummaryTopic 3- Message Testing, Delivery, and Email Marketing Best PracticesTopic 4- Subscriber and Data
        Management- Analytics and Troubleshooting

Exam Valid Dumps with Instant Download Free Updates: https://www.actualtests4sure.com/MKT-101-test-questions.html]