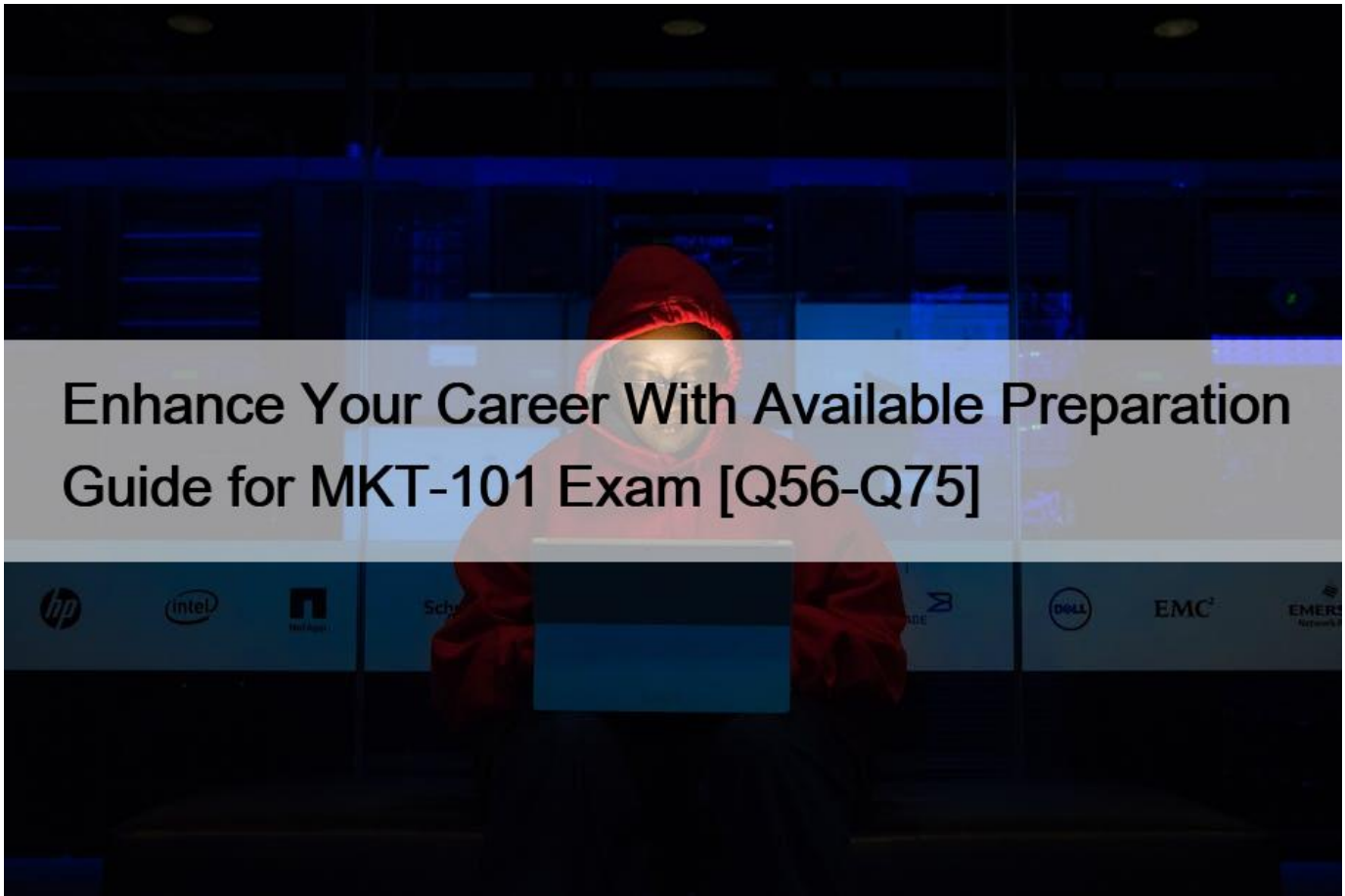


Enhance Your Career With Available Preparation Guide for MKT-101 Exam [Q56-Q75]



Enhance Your Career With Available Preparation Guide for MKT-101 Exam Get Special Discount Offer of MKT-101 Certification Exam Sample Questions and Answers NO.56 A customer with limited technical resources has assistance in setting up a small email deployment that the customer will maintain long term. The email will display men's shoes to males in the audience and women's shoes to females in the audience. The sendable data extension contains a field with a value of Male or Female.

Which method should a consultant recommend to ensure content is displayed properly within the email?

- * AMPscript LookupRows function
- * A/B Test Content type
- * AMPscript conditional against the Gender field
- * Dynamic Content Block

NO.57 What is a correct statement about Send Log data?

Choose 3 answers

- * Can be accessed via Query activities.
- * Can be incorporated into standard reports.

- * Can be stored for a set period of time.
- * Can be added to a standard data view.
- * Can be included in measures and filters.

NO.58 Northern Trail Outfitters (NTO) send emails from Content Builder and Journey Builder. When subscribers reply to an email, NTO would like to send an auto-reply message using a pre-defined HTML email that explains email replies are unmonitored and they should call NTO for any inquiries.

How could these auto-reply messages be enabled?

- * From the Reply Mail Management settings page, choose the **Create Custom Response** option under **Automated Response Email for Remaining Replies** section and select the HTML email from the **define email** link.
- * Create a Triggered Send and on the Reply Mail Management settings page, choose the **Create Custom Response** option under **Automated Response Email for Remaining Replies** section, then select the Triggered Send email.
- * Create a Triggered Send and from a Sender Profile properties page, enable **Custom Reply Mail Management Settings**, **Use Auto Reply** and **Reply using triggered send** options, then select the Triggered Send email.
- * Open Admin > Account Setting page in Email Studio and in the **Auto Reply Email** section, select **Custom** and paste the HTML email code into the text area field.

NO.59 A marketer wants to store all the attributes for a triggered send within a data extension.

Which configuration is required when creating the data extension for this triggered send information?

- * Create from template and choose triggered Send Data Extension template.
- * Include Subscriber key and Email address field as primary key.
- * Select the **Use for triggered send** checkbox.

NO.60 After receiving a GDPR **Right to Be Forgotten** Request from their compliance team, a marketer must remove a contact from Email Studio.

Where should this action be initiated in Marketing Cloud?

- * Contact Builder > Contacts Configuration
- * Email Studio > All Subscribers
- * Administration > Contacts
- * Contact Builder > All Contacts

NO.61 Northern Trail Outfitter's Quality Assurance process requires that a team of users evaluates all parameters of an email send, including Email, Subject Line, Send Classification, and other properties, prior to manually sending the email.

What tool in Email Studio enables a marketer to save and execute a send manually?

- * Send Flow
- * User-Initiated Email
- * Send Activity
- * Guided Send

NO.62 Northern Trail Outfitters is building an automation that should run as soon as a process completes on the company's website. The process does not have access to SFTP.

How should the automation be configured to run?

- * Schedule the automation to run hourly.

- * Trigger the automation via API.
- * Use a File Drop starting source.

NO.63 Northern Trail Outfitters has created child business units (BU) for their different regional offices. They want to limit subscriber records by BU, so users who are assigned to a BU can only view and send to Subscriber records in their region. A Profile Attribute named 'Region'; associates a subscriber to a geographical region.

How could they ensure subscribers with a matching 'Region'; Profile Attribute value are available in each BU?

- * Create a list in each BU and add subscribers with a matching Region to the list.
- * Create a measure for each corresponding 'Region'; Profile Attribute and include the measure in a Filtered Data Extension for each BU.
- * Open the the Profile Attribute Properties for the Region'; Profile Attribute and select the 'Filter Subscribers by Attribute'; option.
- * Select 'Define Subscriber Filter'; for each BU on the BU Setup page and configure a condition to match the corresponding Profile Attribute.

NO.64 Northern Trail Outfitters (NTO) needs to use a point-and-click tool to test segmentation rules and verify that theD18912E1457D5D1DDCDBD40AB3BF70D5D

correct subscribers are included in the segment. NTO will need to automate the refreshing of the segment

once it is tested.

Which two tools should be used to test and configure the segment? (Choose two.)

- * Data Filter
- * Filter Activity
- * SQL Query Activity
- * Filtered Group

NO.65 Northern Trail Outfitters wants to encourage customers who made a purchase on their website without leaving a review to come back and review their purchase. They want to use Journey Builder to automatically inject contacts who meet these criteria into a Journey.

What product should be recommended?

- * Audience Studio
- * Web Analytics Connector
- * Data Studio
- * Google Analytics 360

NO.66 NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup for each campaign.

- * Delivery profiles
- * Sender profile
- * Profile attributes
- * send flow

NO.67 Northern Trail Outfitters recently purchased Marketing Cloud to start running cross-channel campaigns. They are looking for guidance on which value to use as the subscriber key.

Which two options should the consultant recommend? (Choose 2 answers)

- * Email
- * CRM ID
- * Mobile Device ID
- * Loyalty Program Number

NO.68 A marketer is designing email for mobile devices.

Which three design best practices would the marketer use? Choose 3 answers

- * Stack the content in a single column.
- * Keep copy simple and direct.
- * Use image-based text for hero graphics.
- * Cut content to make the message fit above the fold.
- * Design with the most important content at the top.

NO.69 Northern Trail Outfitters's marketing team includes the nearest store to customers in the templates of its emails. The data

extension only needs to be updated when store information changes, such as when a new store opens or a store close.

How can this be achieved?

- * Create an automation to begin when information changes on a store object using a workflow rule
- * Create a file drop automation to initiate when the store's data extension is updated via import
- * Create a scheduled automation to import the file on a recurring basis with store information
- * Create a file drop automation to import the file when placed on the specified directory on the Enhanced FTP

NO.70 Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

- * Use exclusion lists for the send, excluding those that already were sent the email
- * Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- * Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- * Use SQL Query to filter the audience into a new data extension that is upserted every day

NO.71 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

NO.72 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.73 Northern Trail Outfitters is looking to personalize their SMS Messages.

Which data source is supported to personalize messages?

* Population in Contact Builder

* MobileConnect Demographics

* Data Designer Attribute Group

* Profile Attributes.

NO.74 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.75 The marketing team at Northern Trail Outfitters observed a bounce rate of 23% for their last email send.

Which best practice should they follow to uphold their sender reputation?

* Continue monitoring the bounce rate for changes.

* Remove the bounced addresses before the next send.

* Nothing; bounce rates up to 30% are acceptable.

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