



**Free Questions for MKT-101 by certscare**

**Shared by Sims on 12-12-2023**

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# Question 1

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## Question Type: MultipleChoice

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Northern Trail Outfitters (NTO) has child business units that share customers. To track customer engagement, NTO wants to identify business unit in each of its links.

Which personalization string should be appended as a parameter?

A)

```
%%contactkey%%
```

B)

```
%%subscriberid%%
```

C)

```
%%memberid%%
```

### Options:

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A- Option A

**B-** Option B

**C-** Option C

**Answer:**

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B

## Question 2

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**Question Type:** MultipleChoice

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A marketing developer wants to receive daily report of sends across all business units to be incorporated into their internal dashboard.

What should be done to ensure the report a sent to the director each day?

**Options:**

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**A-** Schedule report and email file to the director.

**B-** A Schedule report and email the link to download.

**C-** Schedule report to export as a web page.

**Answer:**

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B

## Question 3

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) has a new product launch.

Which tool should enable NTO to easily target the most loyal subscribers?

**Options:**

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**A-** Path Optimizer

**B-** Google Analytics Audience

**C-** Einstein Engagement Scoring

**Answer:**

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B

## Question 4

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**Question Type: MultipleChoice**

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A marketer has been asked to collect contact information using Marketing Cloud for users obtained from social channels for future mailing.

What should the marketer do to accomplish this?

### Options:

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- A- Use Journey Builder to build an audience using Ad Studio.
- B- Web Studio to capture Query parameters from social media link.
- C- Use an interactive form from email Studio to collect this information

### Answer:

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B

## Question 5

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**Question Type: MultipleChoice**

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Northern Trail Outfitters is spending daily batch files of customer data to Marketing Cloud via file drops. When the Automation runs, the files are often empty and data points are not available for processing.

Which component of Automation Studio ensures that steps within the Automation are only executed when a certain is fulfilled?

**Options:**

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- A- Verification Activity
- B- Skip Automation
- C- Wait Activity

**Answer:**

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C

## Question 6

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**Question Type:** MultipleChoice

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Northern Trail Outfitters (NTO) is launching a post-purchase campaign that emails customers to ask for feedback on their most recent shopping experience.

What should the NTO marketing team include in the email design to encourage a high response rate?

**Options:**

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- A- Make the call-to-action button that links to the feedback form bigger and with red background
- B- Replace call-to-action with interactive Email Form
- C- A Salesforce Survey block called in by an AMPscript function.

**Answer:**

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B

## Question 7

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) has subscribers opt-in to its marketing program via email or SMS.

What should NTO configure for its welcome series in Journey Builder to honor the opt-in communication method?

**Options:**

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- A- Send both email and SMS to ensure subscribers get NTO's messages.
- B- Create one Entry Source for each messaging channel.
- C- Ensure preferred channel is available in subscriber data.

**Answer:**

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C

## Question 8

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**Question Type: MultipleChoice**

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A marketer wants to increase the engagement rate of an email by sending it at best possible time for each subscriber.

Which Journey Builder tool should they use to accomplish this?

**Options:**

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- A- Einstein STO Activity
- B- Wait Until Activity



**C-** Engagement Split

**Answer:**

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B

## Question 9

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**Question Type: MultipleChoice**

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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?

**Options:**

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**A-** Create from template and choose triggered Send Data Extension template.

**B-** Include Subscriber key and Email address field as primary key.

**C-** Select the Use for triggered send' checkbox.

**Answer:**

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A

## Question 10

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**Question Type:** MultipleChoice

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Northern Trail Outfitters wants to use a specific IP address and a subdomain of order subdomain for all of its transactional emails.

What should be configured to accomplish this request?

### Options:

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**A-** Sender Profile

**B-** Delivery Profile

**C-** Send Classification

### Answer:

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A

## Question 11

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**Question Type: MultipleChoice**

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Northern Trail Outfitters (NTO) has a promotional email intended to be sent to only its high-value customers. NTO wants to implement additional-guardrails to prevent sending the email to more subscribers than intended.

Which Activity should be configured in Automation Studio to help?

**Options:**

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**A-** Send Email

**B-** Verification

**C-** Wait

**Answer:**

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C

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