Free Questions for MKT-101

Shared by Sims on 12-12-2023

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Question 1

Question Type: MultipleChoice

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:

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:

B

Question 2

Question Type: MultipleChoice

A marketer with Northern Trail Outfitters needs to review how different variations of an email will render in different email clients.

Which tool should the marketer use?

Options:

A- Content Detective
B- Test Send
C- Send Preview

Answer:

B

Question 3

Question Type: MultipleChoice

A marketer has noticed an increase in unsubscribes. They would like to address this concern but, going into a holiday season, want to avoid eliminating planned emails.

What should they use to easily focus their marketing efforts on subscribers who are least likely to unsubscribe?

Options:

A- Path Optimizer
B- Scoring Split
C- Frequency Split

Answer:

A

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to use customer engagement to automatically send content to increase click rates in its holidays promotional email.

Which feature should NTO use?

Options:

A- Enhanced Dynamic Content
B- Einstein Content Selection
C- Einstein Coy Insights

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters wants to organize its assets so images can be easily searched by tags in

Content Builder. However, most images have multiple tags that could be applied, which makes it more difficult to filter to a manageable number of results.

How should the number of tags selected for an asset be minimized while still providing the necessary granularity?

Options:

A- Make the Customer Key more descriptive.
B- Leverage Einstein for content tagging.
C- Use nested tags to create hierarchies.

Answer:

B

Question 6

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is troubleshooting why a triggered send isn't being delivered to the customer. When querying the _subscribers data view, NTO notices this subscriber key exists twice, and one of them has a status of'Held'.

What is the source of the duplicate subscriber key?

Options:

A- Triggered Send Managed Lists
B- Global Unsubscribe List
C- Auto Suppression List

Answer:

A

Question 7

Question Type: MultipleChoice

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

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

Options:

A- Path Optimizer
B- Google Analytics Audience
C- Einstein Engagement Scoring

Answer:

B

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) is using Datorama Reports for Marketing Cloud to report on email and journey performance.

Which preconfigured dashboard should NTO review to get an idea of which journeys are performing the best?

Options:

A- Email and Journey Overview Dashboard
B- Email Performance Dashboard
C- Journey Performance by Email Dashboard

Answer:

A

Question 9

Question Type: MultipleChoice

An email marketer is creating an email to promote the new Northern trail Outfitters mobile app.

Which text should be used for the call-to-action button to drive the most engagement?

Options:

A- Download now
B- Download out new mobile app here
C- Out new mobile app

Answer:

A

Question 10

Question Type: MultipleChoice

A marketer wants to use a filter to create a data extension that includes only records from yesterday.

Which step should they take to ensure the data extension includes newly added records?

Options:

A- Check the 'AUTOMATICALLY REFRESH UPON SENDING' checkbox.
B- Configure the filter DE to auto-refresh dally in properties.
C- Schedule an automation to refresh the filter activity each day.

Answer:

C

Question 11

Question Type: MultipleChoice

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:

A- Option A
B- Option B
C- Option C

Answer:

B

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