Free Questions for MKT-101 by dumpshq

Shared by Powers on 05-09-2022

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Question 1

A publishing company has presented the following:

* A need to send renewal reminders to customers whose subscriptions expire in 15 days and 7 days.

* A campaign needs to be created and managed by a general marketing user who will not have administrative rights and who is not technical.

* The customer's expiration date is included in the data file.

What component should the customer's solution include?

Choose 3 answers

Options:

A) Suppression list

B) Data Filter

C) Triggered Send

D) Template-based emails

E) Automation Studio

Answer:

B, D, E

Question 2

Analyst of The Northern Trail Outfitters (NTO) marketing team needs to pull email metrics for an upcoming quarterly company meeting. These metrics need to be reported per email campaign for each of NTO's Business Units:

* Number of Sends

* Delivery Rate

* Overall Bounce Rate

* Block Bounce Rate

* Open Rate

* Click Rate

* Complaint Rate

* Unsubscribe Rate

Which email report should NTO's Marketing Analyst pull from Marketing Cloud to get this information?

Question 3

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to better understand subscriber behavior on their website upon arrival via an email message. A local member of a Marketing Cloud user group mentioned the Web Analytics Connector.

Which benefit is offered by installing the Web Analytics Connector in a Marketing Cloud account?

Choose 3 answers

Options:

A) Use the web analytics platform to trigger behavioral remarketing emails.

B) Track web activity from a click on an email URL back to a specific email campaign.

C) Pass web conversion data back into Marketing Cloud for use in email reporting.

D) Recognize web traffic as originating from email instead of another channel.

E) Match subscribers to web activity by passing Subscriber ID through email links.

Answer:

B, D, E

Question 4

Question Type: **MultipleChoice**

A customer wants to integrate their website with Marketing Cloud so that users can update their marketing communication preferences. The customer has in-house web development resources available and is interested in leveraging tools such as Journey Builder in the future.

What solution should the consultant propose, given the customer's requirements and available resources?

Options:

A) Configure a relational data structure using Data Extensions and consult with the customer on API integration with their website.

B) Configure a data structure using Lists and leverage a SmartCapture form that the client can iFrame into their website.

C) Configure a relational data structure using Data Extensions and leverage a SmartCapture form that is hosted in Landing Pages.

D) Configure a data structure using Lists and leverage the out-of-the-box Preference Center.

Answer:

A

Question 5

Question Type: **MultipleChoice**

A large retail company has selected Marketing Cloud and has asked to be fully migrated from their existing platform in three weeks. They have communicated the following:

* They currently have 3 million customers.

* They email customers twice a week with no known deliverability issues.

* Their contract includes one Sender Authentication Package (SAP).

What response articulates proper IP warming?

Choose 2 answers

Options:

A) IP ramp-up takes four to six weeks to be able to fully send to all 3 million customers.

B) IP ramp-up can be accelerated by migrating to pre-warmed IP addresses.

C) IP ramp-up is important to establish a positive sender reputation.

D) IP ramp-up can be bypassed, given their historical lack of deliverability issues.

Answer:

A, C

Question 6

Northern Trail Outfitters (NTO) wants its monthly distributor newsletter email to appear to be sent on behalf of the subscriber's account representative without segmenting the audience by sales representative.

How should this distributor-specific sender profile be configured in the Marketing Cloud?

Choose 2 answers

Options:

A) Pick 'Choose from list,' selecting the from name and from email values from the list of account users.

B) Utilize data extension AMPScript lookups to dynamically populate the from name and from email values.

C) Match the external keys of the sender profile and data extension containing account representative details.

D) Populate substitution strings in the sender profile for the profile attributes containing from name and from email values.

Answer:

B, D

Question 7

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?

Options:

A) Check the Scope by User box in Marketing Cloud.

B) Create a User in Sales Cloud with a System Administrator Profile.

C) Ensure that the User has the correct profile in Marketing Cloud.

D) Ensure that the User is assigned as System Administrator in Sales Cloud.

Answer:

A

Question 8

A customer wants to perform an email send to a subset of a Synchronized Data Extension filtered on custom object data and return tracking to the Sales Cloud.

What approach should the consultant recommend?

Choose 2 answers

Options:

A) Use Data Stream to sync Sales Cloud objects to the Marketing Cloud.

B) Use Data Filters or Query Activities to output a Sendable Salesforce Data Extension.

C) Use Query Activities to create a Sendable Synchronized Data Extension.

D) Use Data Filters to segment data to output a Sendable Data Extension

Answer:

A, B

Question 9

A customer wants to send an email from Sales Cloud on behalf of the record owner.

How should the consultant meet this requirement?

Choose 2 answers

Options:

A) Use the Organization-Wide Email address.

B) Use a custom Delivery Profile.

C) Use a custom Send Classification.

D) Use the Send From Record Owner option

Answer:

C, D