



Free Salesforce MKT-101 Practice Questions

Shared by Simmons on 13-08-2026

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Question 1

Question Type: MultipleChoice

A retailer has revamped their loyalty program. They want to send a loyalty series to new and existing members to share the perks of the new program.

Which action should the retailer take to ensure deliverability is not impacted?

Options:

- A- Create a new, friendly From Name for the updated program.
- B- Purge inactive subscribers to avoid high bounce rates.
- C- Send to subscribers, asking for them to confirm opt-in.

Answer:

B

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) sends hundreds of different email campaigns monthly.

What should be set up to help organize NTO's email tracking results?

Options:

- A- Create folders in My Tracking and select where to send results when sending an email.
- B- Give emails unique names so they are easier to find in the tracking sends tab.
- C- Remove old tracking results on a regular basis to declutter the results list.

Answer:

A

Question 3

Question Type: MultipleChoice

A marketer is using Preview ..Test sending to check that content is ready for an upcoming campaign and notices the Send Log Data Extension is not updating.

What is the reason records are NOT being recorded?

Options:

- A- Test sends are not recorded on the Send Log Data Extension.
- B- The send exceeded the maximum test send threshold.
- C- A subscriber was not selected in the Subscriber Preview tab.

Answer:

A

Question 4

Question Type: MultipleChoice

Northern Trail Outfitter (NTO) is warning up a new IP address primarily for a new product line. Initially, NTO wants to move some of its lower-volume transactional sends onto this new IP.

Where should NTO update the IP configured for these sends?

Options:

- A- From Address Management
- B- Delivery Profile
- C- Sender Profile

Answer:

B

Question 5

Question Type: MultipleChoice

A marketer has built an automation using Automation Studio to send data from a data extension to the SFTP as a .csv file. The automation includes a data extract and completes successfully,

but the file is still not showing up on the SFTP.

Which activity is missing?

Options:

- A- Fire Event
- B- Import File
- C- File Transfer

Answer:

C

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Question 6

Question Type: MultipleChoice

A marketer wants to better organize their assets in Marketing Cloud. What should they do to improve searching and filtering in Content Builder?

Options:

- A- Add assets to folders upon creation.
- B- Add descriptive tags to each asset upon creation.
- C- Add a description to each asset upon creation.

Answer:

B

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Question 7

Question Type: MultipleChoice

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?

Options:

- A- Sender Authentication Package
- B- Brand Builder
- C- Sender Profile

Answer:

C

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters wants to ensure that the Email Address field value is not duplicated in a data extension.

What should a marketer do to ensure the Email Address field values are unique?

Options:

- A- Use Email Address as Subscriber Key.
- B- Select 'Deduplicate by Email' checkbox.
- C- Mark the field as the Primary Key.

Answer:

C

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters needs to send a transactional email to all customers who purchased an item that was recently recalled. The email must be sent to each applicable customer even if they have unsubscribed.

Which component should be configured to provide this functionality?

Options:

- A- Delivery Profile
- B- Send Classification
- C- Sender Profile

Answer:

B

Question 10

Question Type: MultipleChoice

Northern Trail Outfitter's customer base has high engagement on mobile devices, and a marketing intern is creating an email campaign tomorrow.

Which mobile optimization option provides the quickest turnaround and easiest implementation?

Options:

- A- MobileResponsive
- B- Responsive Aware
- C- Mobile Aware

Answer:

A

Question 11

Question Type: MultipleChoice

Leadership at Northern Trail Outfitters wants to see a dashboard showing the success rate of customers that have been through a Welcome Series Journey in the last 7 days.

Where should they find this dashboard?

Options:

- A- Journey Builder - JourneyHistory
- B- Datorama Reports - Journey Performance

C- Reports - Journey Engagement

Answer:

B

Question 12

Question Type: MultipleChoice

Northern Trail Outfitter historically received a bulk data file from a vendor per day in its Marketing cloud SFTP. The vendor is updating its sending cadence and will be delivering files over approximately eight hours throughout the day. The files will maintain the same naming convention and include a timestamp.

Which update should be implemented to the automation to process the files as they are received while minimizing network?

Options:

- A- Replace the Schedule with File Drop and use a filename pattern
- B- Implement an API to start automation with every file transfer.
- C- Replicate the automation and schedule mem to execute server eight hours

Answer:

A

Question 13

Question Type: MultipleChoice

Northern Trail Outfitters wants to send a personalized email to its loyalty program members. The email should include details about loyalty members' profiles, point balance, and purchase behavior. This data exists in Marketing Cloud across several data extensions.

What should a marketer use to build this level of personalization into the email?

Options:

- A- Enhanced Dynamic Content Blocks

- B- AMP script Search Functions
- C- Personalization Strings

Answer:

B



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