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Question 1

Question Type: MultipleChoice

Every day, Northern Trail Outfitters (NTO) adds to a data extension with purchasers of a new luxury cooler line. To give these customers a high-end purchasing experience, NTO wants to send a customized 'congratulations' email the day they are posted in the data extension, and follow up with a review request 14 days later.

Which automation solutions should be set up to accommodate this request?

Options:

- A- Journey Builder and Behavioral Triggers
- B- Automation Studio and Path Optimizer
- C- Automation Studio and Journey Builder

Answer:

C

Question 2

Question Type: MultipleChoice

A customer uses the Salesforce Contact object as a synchronized data source. They have started to sync custom fields for further segmentation.

Which first step should the customer take to ensure the new fields are available to segment on?

Options:

- A-** Edit the fields in the synchronized data source.
- B-** Create a new data extension with the new fields.
- C-** Create a data filter that includes the new fields.

Answer:

A

Question 3

Question Type: MultipleChoice

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?

Options:

- A- Select the 'Use for triggered send' checkbox.
- B- Include Subscriberkey and Emailaddress field as primary key.
- C- Create from template and choose triggered send template.

Answer:

B

Question 4

Question Type: MultipleChoice

A marketer typically sends to a filtered data extension that contains their primary audience. They need to target only a portion of this population for an upcoming send.

What should they do to further segment their audience?

Options:

- A- Copy the filtered data extension and add additional filter criteria.
- B- Use the Split option to temporarily add additional filter criteria.
- C- Copy the data filter and build a new data extension with additional filter criteria.

Answer:

C

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to test Einstein Recommendations against the company's static product recommendations in a product return confirmation email. Next, NTO needs to evaluate the results and choose the winning option for future confirmations.

Which journey type is best suited to run this test?

Options:

- A- Single Send
- B- Multi-Step
- C- Transactional Send

Answer:

C

Question 6

Question Type: MultipleChoice

An upcoming campaign at Northern Trail Outfitters (NTO) has an audience list larger than the company's daily sends. NTO's marketing team is concerned about this send affecting deliverability.

Which feature should help NTO achieve this send while keeping deliverability metrics in mind?

Options:

- A- Einstein Engagement Frequency
- B- Send Throttling

C- Sender Authentication Package

Answer:

B

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