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Question 1

Question Type: MultipleChoice

A customer wants to create a mobile app that requires users to log in or register before accessing their dat

a. Their source of truth is Sales Cloud which is connected to Marketing Cloud. Users who log in with existing credentials will have their device associated with their ContactKey. Users who register with the mobile app will not have their devices associated with a ContactKey for up to 24 hours.

What consideration should a consultant provide to the customer?

Options:

- A- User device data is unavailable in Contact Builder for up to 48 hours.
- B- All mobile app users will create additional Contacts in Marketing Cloud.
- C- Existing users will create additional Contacts in Marketing Cloud.
- D- Newly registered users will create additional Contacts in Marketing Cloud.

Answer:

D

Question 2

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants email subscribers to adopt their app. They are investigating using MobileConnect features since over 90% of their subscribers provide a Mobile Phone Number when registering.

Which three considerations should be made before implementing MobileConnect?

Choose 3 answers

Options:

- A- Long and Short Codes are not available for all countries.
- B- NTO would be charged by mobile operators directly for messages.
- C- Inbound messaging only works with local Long or Short Codes.
- D- Not all countries are supported by MobileConnect.
- E- Opting in for messages can only be done via inbound message.

Answer:

C, D, E

Question 3

Question Type: MultipleChoice

ABC Company wants to automate the sending of shipping notices and a customer survey.

- * Shipping notices will be sent once a day.
- * The shipping file will be placed on the FTP some time after 4:00 p.m.
- * The shipping data will be sorted in the Shipping Notice data extension.
- * A field in the data extension will contain the shipping date.
- * The survey needs to be sent at 9:00 a.m., exactly 10 days after the customer's order ships.

Which workflow would most effectively enable ABC Company to do this?

Options:

- A-** Automation 1: Triggered Import File -> Filter -> Send Email -> Wait-> Filter -> Send Email
- B-** Automation 1: Scheduled to run daily at 7:00 PM Import File -> Filter -> Send Email -> Wait -> Filter-> Send Email
- C-** Automation 1: Scheduled to run daily at 7:00 PM Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

D- Automation 1: Triggered Automation 2: Scheduled to run daily at 9:00 AM Import File -> Filter -> Send Email -> Filter -> Send Email

Answer:

A

Explanation:

If a question is related to automation and it mentions that a file will be available in the FTP always at a specific time, your answer will be an option with a scheduled automation. Scheduled automations are used when you know the time a file is pushed into FTP and it always runs at a scheduled time. If a question is related to automation and there is an uncertainty when the file will be pushed to FTP (ex; a day before last working day / if a date falls on a weekend, it will be available on last Friday etc.), your answer will be an option with a Triggered Automation.

Triggered Automations are fired as soon as a file hits a specific location within FTP. Transfer activity is involved when file is encrypted.

Question 4

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to implement an abandon cart journey. The data for the journey exists in three separate data extensions (DE).

- * The first DE is populated by web analytics data, and does not contain a Subscriber Key or Email Address value.
- * A Customer Reference DE is updated daily and holds subscriber information.
- * The third DE is populated by a file sent to the SFTP after five days If the customer has not purchased the abandoned items.
- * The third DE will be used in the journey for a decision split, and it does not contain a Subscriber Key or Email Address.
- * If the web analytics file is empty, NTO does not want the automation to finish running.

Which order of activities should be used to fulfill this requirement?

Options:

- A-** Scheduled Automation > Import File Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two
- B-** File Drop Automation > Import File Activity > Verification Activity > Query Activity for file one > Query Activity for file two > Data Extension Entry
- C-** File Drop Automation > Verification Activity > Query Activity for file one > Data Extension Entry > Query Activity for file two
- D-** Scheduled Automation > Import File Activity > Verification Activity > Data Extension Entry > Query Activity for file one > Query Activity for file two

Answer:

B

Question 5

Question Type: MultipleChoice

Northern Trail Outfitters has acquired a new company and is importing customer data to Marketing Cloud. They want to ensure commercial emails are not sent to email addresses who have previously opted-out.

Which feature should they use?

Options:

- A- Exclusion Script
- B- Auto-suppression List
- C- Suppression List
- D- Exclusion List

Answer:

B

Question 6

Question Type: MultipleChoice

A real estate agency wants to send out a biweekly newsletter with the list of properties for all new contacts added to a newsletter campaign in their Salesforce CRM. The journey consists of an initial message with property listings and a follow up to those who have engaged with the content.

The rules around which properties are matched to the contact depend on agent assigned as a contact owner, other agents who might have interacted with the contact, and contact's property interest. The data model has a relationship between contact > person account > real estate agent > property objects and all of those are available in CRM as well as synchronized to Marketing Cloud.

What solution should be recommended for execution efficiency?

Options:

- A-** Use Automation Studio and Salesforce sends with campaign as an audience.
- B-** Use Automation Studio to prepare personalization data and initiate journey.
- C-** Use Salesforce Data Event to initiate journey and scripting within emails for personalization logic.
- D-** Use send from Salesforce CRM and Salesforce report to prepare personalization data.

Answer:

C

Question 7

Question Type: MultipleChoice

Northern Trail Outfitters is sending email messages using Marketing Cloud Connect through the Sales Cloud user interface. All of their sends initiated from Sales Cloud have a status of failed.

What should the consultant do to diagnose the issue?

Options:

- A-** Initiate a log to troubleshoot package-related API calls.
- B-** Change the connection option to Scope by User.
- C-** Ensure the System User is assigned the Standard User Profile.
- D-** Manually clear the OAuth token to refresh the connection.

Answer:

A

Question 8

Question Type: MultipleChoice

Northern Trail Outfitters noticed that clicks are NOT showing up on Contact records in Salesforce.

Which two reasons could be the cause?

Choose 2 answers

Options:

- A- Synchronized Data Sources only push data every 15 minutes
- B- ContactID was used as Subscriber Key
- C- Email Address was used as Subscriber Key
- D- Individual Level Tracking was not selected in Marketing Cloud Configuration

Answer:

C, D

Question 9

Question Type: MultipleChoice

Northern Trail Outfitters (NTO) wants to create a relevant audience from a data extension for a daily send campaign. The audience will change from day-to-day. These emails contain a View As Web Page link and NTO wants to ensure this will not be broken when the audience is refreshed daily.

What should be used to segment this audience?

Options:

- A-** Use exclusion lists for the send - excluding those that already were sent the email
- B-** Use AMPscript inside the email to pull information from a send logging data extension to determine which content displays based on message context
- C-** Use a SQL Query to filter the audience into a new data extension that is overwritten each day
- D-** Use SQL Query to filter the audience into a new data extension that is upserted every day

Answer:

B

Question 10

Question Type: MultipleChoice

Northern Trail Outfitters is sending to an audience of over one million subscribers. They will use 10 different personalized fields in the email which reside in multiple data extensions. The goal is a timely email send from start to finish as it contains a limited quantity, first come-first served, special offer.

How should they accomplish this task?

Options:

- A-** Create and populate profile attributes for each of the 10 data extension fields and schedule a send with high priority.
- B-** Enable Send Throttling on high to ensure the speed is increased to process the email as fast as possible.
- C-** Use the Lookup AMPscript function in the email to pull the fields from the data extensions for each subscriber.
- D-** Create and send to a sendable data extension containing those needed fields using a query activity.

Answer:

C

Question 11

Question Type: MultipleChoice

Northern Trail Outfitters wants to send an email to website visitors who add items to their cart but fail to make a purchase. The email will include a list of products they added to their shopping cart.

* A sendable data extension contains the contact information and a session ID field for each subscriber who has abandoned their cart.

* A second data extension contains a corresponding session ID field and product data for each abandoned cart item, including product SKU, product name, quantity, price, and image URL.

Which feature should be used to display the list of products for each subscriber in this email?

Options:

A- Lookup AMPscript function

B- LookupRows AMPscript function

C- Dynamic Content Block

D- Enhanced Dynamic Content Block

Answer:

B

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