



Free Questions for MKT-101 by ebraindumps

Shared by Peck on 18-01-2024

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

NTO has planned cross-channel marketing efforts based on how a subscriber responds to an email and when they last purchased. NTO is evaluating both Automation Studio and Journey Builder for its campaigns and are leaning towards Journey Builder due to the available activities. Which three Canvas Activities are available in Journey Builder? Choose 3

answers

Options:

- A) Wait Until
- B) Query Activity
- C) Decision Split
- D) Post to Facebook
- E) Send SMS

Answer:

A, C, E

Question 2

Question Type: MultipleChoice

An account will be providing a unique key for each subscriber from an external system. A marketer wants to create a data extension for sending email campaigns.

Which two steps should the marketer take when creating the data extension?

Choose 2 answers

Options:

- A) In Properties, check the 'Is Sendable' option
- B) Set the Email address column as Primary Key
- C) Relate the Email Address to Subscriber Key
- D) Set the column with Subscriber Key as Primary Key

Answer:

A, C

Question 3

Question Type: MultipleChoice

NTO wants to improve open rates. The email tracking team would like each of its campaign to have an engaging firm name, what should the email team setup for each campaign.

Options:

- A) Delivery profiles
- B) Sender profile
- C) Profile attributes
- D) send flow

Answer:

B

Question 4

Question Type: MultipleChoice

A marketer needs to ensure that customers on a list want to be email subscribers.

Additionally, the marketer wants of to minimize the number of invalid email addresses on the list, and add a level of security when using Web Collect functionality. What is the optimal way to accomplish this task?

Options:

- A)** Add new subscribers to an automated engagement campaign, and then send a series of welcome emails based on their opens and clicks.
- B)** Configure to return an error message for any email address that does not conform to standard conventions.
- C)** Send a welcome email to subscribers within 24 hours that includes a link to the website, a link to the terms and conditions page, and a customer service number.
- D)** Create a double opt-in campaign that requires subscribers to confirm their email address by clicking a link in an email they receive after subscribing via Web Collect.

Answer:

B

Question 5

Question Type: MultipleChoice

NTO wants to send promotional holiday emails to subscribers who have identified their favorite store locations. Which two actions should NTO take in order to utilize their subscribers' location preferences? Choose 2 answers

Options:

- A) A From Name for each store location
- B) A dynamic From Name that pulls in the store location
- C) A new delivery profile that pulls in store location in the footer
- D) A new send classification for holiday promotions

Answer:

B, D

Question 6

Question Type: MultipleChoice

NTO just hired a new associate whose ...email is going to start creating and deploying the companies' monthly campaigns and NTO need to ensure that no mistakes are made. Which two elements of the sent can be reviewed with approvals? Choose two answers

Options:

- A) hyperlinks
- B) from name
- C) send count
- D) subject line

Answer:

B, D

To Get Premium Files for MKT-101 Visit

<https://www.p2pexams.com/products/mkt-101>

For More Free Questions Visit

<https://www.p2pexams.com/salesforce/pdf/mkt-101>

